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Пособие предназначено для студентов специальности 1-25 01 03 «Мировая эконо-
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ности 1-21 06 74 «Современный иностранный язык (экономическая деятельность)»,
соответствует учебной программе учреждений высшего образования по учебной дис-
циплине «Иностранный язык (1-й)». В пособии предусмотрены задания по усвоению
экономических терминов, совершенствованию навыков чтения, перевода и понимания
литературы по специальности.

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ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Расширение международного сотрудничества в экономической, политической, научно-технической, культурной и образовательной областях требует от современного выпускника высшей школы активного владения иностранным языком, что нашло отражение в квалификационных характеристиках специалиста.

Владение иностранным языком позволяет реализовать такие аспекты профессиональной деятельности, как своевременное ознакомление с новейшими технологиями, открытиями и тенденциями в развитии науки и техники, установление профессиональных контактов с зарубежными партнерами. Оно обеспечивает повышение уровня профессиональной компетенции.

Целью данного пособия является формирование иноязычной коммуникативной компетенции будущего специалиста, позволяющей использовать иностранный язык как средство профессионального и межличностного общения. Издание может быть использовано при изучении учебных дисциплин «Иностранный язык (1-й)», «Деловой иностранный язык», «Деловые коммуникации на иностранном языке».

Пособие включает двенадцать уроков. Тематика пособия представляет собой модули профессионально ориентированного и профессионально-делового общения. Каждая тема включает основной текст и задания к нему, тематический словарь, комплекс коммуникативных упражнений для активизации языкового материала и речевых заданий для совершенствования навыков монологической и диалогической речи.

UNIT I. BUSINESS AND SOCIAL CONTACTS

Ex. 1. Read and translate the text. Say why communication is crucial in business.

COMMUNICATION IS A CRUCIAL ASPECT IN BUSINESS

Business and social contacts are based on communication art. Communication is a two-way activity between two or more people and occurs through various modes, some of which are used more commonly in some workplaces than others. Communication requires that all parties understand a common language that is exchanged with each other. Business communication is used to promote a product, service, or organization. The business communication message is conveyed through various channels of communication, including the internet, print, radio, television, outdoor, and word of mouth. Business communication helps to bridge the gap between planning and execution. Efficient communication matters because business organizations are made up of people. Also effective communication within organization or outside the organization increase the image as well as goodwill of the organization in the mind of business partner, employees and consumer. Communication skills are crucial for managers.

There are two forms of communication – verbal and nonverbal – that are used in everyday business activities. Such activities include contributing to decision making in meetings, presenting management procedures, and evaluating employees. However, business communication is insignificant without feedback. Generally, feedback is the process in which the output of an action or behavior is “fed-back” to modify the following action. In regards to business communication, critical feedback is the information sent to an individual or a group about its prior behavior so that it will adjust to create a more desired result in the future. Typically, managers spend 75 to 80% of their time engaged in some form of written or oral communication. Business wants and needs people with good communication skills.

Ex. 2. Telephone Conversation.

A. Read this extract from a training manual and then discuss the questions below.

Twelve telephone tips

1. Email ahead if you want to make sure the other person has time to prepare for the call.

2. Make sure you have with you all the documents you'll need before you dial the number.
3. The other person may not understand you easily, so try to speak slowly and clearly.
4. The other person can't see your reactions, so always confirm that you have (or have not) understood each point that's been made. Don't pretend you understand if you don't.
5. The other person can't see what a nice person you are, so make sure you sound polite and agreeable.
6. The other person hasn't got all day, so make sure your call is brief.
7. The other person is getting an impression of your business while talking with you, so make sure that you sound efficient – your business' image may be at stake, even if you're just taking a message.
8. Don't rely on your memory: make notes during a call and rewrite those notes immediately afterwards as a record of the call.
9. Smile while you're talking. Your listener can hear your smile.
10. Don't try to be funny – you may be misunderstood.
11. Don't interrupt the other person: let them finish speaking before you say what you need to say.
12. Send a follow-up fax or email to confirm any important details (especially prices and numbers), so that you both have a written record of them.

Comprehension Questions

1. Is it OK to bring needed documents after dialing the number?
2. Should you take notes during a call instead of relying on memory?
3. True or false: You don't have to smile because the other person can't see you.
4. When should you interrupt the other person when they are talking?
5. Should you confirm any important details?

B. Read the following telephone conversations. Dramatize one of the dialogues on analogy.

- I. A: Miller Communications. Good morning. Can I help you?
 B: This is Mr. Horst speaking. Could I speak to Mr. Chester, please?
 A: One moment please. I'm sorry but Mr. Chester is on the other line. Will you please hold the line? I'll put you through as soon as possible. Or would you like to leave a message?
 B: Could you ask Mr. Chester to call me back?
 A: Of course, what was your name again?

B: My name is Richard Horst.

A: Could you please spell your last name?

B: That's H for Harry, O for Oliver, R for Robert, S for Sugar and T for Tommy.

A: OK, my colleague will call you back as soon as possible. Thank you for calling and goodbye.

II. *Operator:* Good morning, Melkit PLC. Can I help you?

Katie Harrison: Good morning. Can I speak to John Brown on extension 789?

O.: I'm sorry, I'm getting no answer from that extension number. Would you like to hold?

K.H.: Yes, please.

J.B.: John Brown speaking.

K.H.: Hello, this is Katie Harrison from Byron Ltd.

J.B.: Oh, hello. Nice to hear from you. How are you?

K.H.: Fine thanks. Very busy, of course.

J.B.: And how can I help you?

K.H.: I'm afraid I can't make our meeting on Tuesday. I'm tied up that day.

J.B.: Oh, I see, so you want the meeting on another day?

K.H.: Yes, please. Would Thursday at two be all right?

J.B.: Let me look in my diary. Yes, that's fine – no problem.

K.H.: OK, I'll see you then.

J.B.: OK. Bye, I'll look forward to seeing you later.

III (part 1). *Anne Garvey:* Good afternoon. Euroceramics.

James Rogerson: Good afternoon. Is Maria Perez there, please?

A.G.: I'm afraid she's away at the moment. Can I help?

J.R.: Yes. This is James Rogerson from New York Interior Design. We have an order to place with her and I'm thinking of increasing the quantity ordered.

A.G.: Right. Your order was ...?

J.R.: Order No. 927/XG/12.

A.G.: 927/XG/12. Right and the order was for what?

J.R.: For terracotta floor tiles.

A.G.: OK. I've got it. The order was for 330 boxes. Is that correct?

J.R.: It is. I'd like to increase the order by 20%.

A.G.: 20% increase. So that's 396 boxes. That's excellent. I'll pass that on to Ms. Perez ...

J.R.: Before you go, clearly this is a larger order now. The original cost per box was \$ 108 and she allowed us a discount of 12%. The total cost was \$ 31,363. Now that the order is for 396 boxes, can we increase the discount? I'd be prepared to discuss the details with Ms. Perez and I'd be grateful if she could give me a call back.

III (part 2). *A.G.:* So you'd like to talk to Ms. Perez with a view to renegotiating the discount on the larger order.

J.R.: That's it exactly.

A.G.: Well I'll pass that information on to her. As I said, she is away at the moment at a conference but I'll try and get in touch with her. How urgent is this?

J.R.: Well, if she could give me a call back within 48 hours, it would be appreciated.

A.G.: Fine. And your name again is ...?

J.R.: My name is Rogerson. Jim Rogerson.

A.G.: Could you give me your phone number?

J.R.: 212-986 8652.

A.G.: Well, thank you for calling us, Mr. Rogerson, and I'll pass on your message to Ms. Perez.

J.R.: Many thanks indeed.

C. Study useful phrases for telephone conversations below. Make up your own dialogues.

Useful Phrases

How can I help you?

Чем я могу Вам помочь?

Could I speak to ... please?

Могу я поговорить с ...?

Who is calling please?

Кто это говорит?

I'm calling about ...

Я звоню насчет ...

I'm sorry, I didn't catch your name.

Извините, я не расслышал, как Вас зовут.

Sorry, could you repeat that please?

Извините, не могли бы Вы повторить?

I've got that now.

Теперь понятно.

I see, thank you.

Понятно, спасибо.

I'd like to speak to ...

Мне бы хотелось поговорить с ...

Hold on (hold the line) please.

Подождите, пожалуйста.

I'm afraid he's not in the office.

Вы знаете, его нет в кабинете.

I'm sorry, he is not available.

Извините, но его сейчас нет.

He is in the meeting right now.

Он сейчас на заседании.

Could I speak to someone else?	Могу ли я поговорить с кем-нибудь еще?
Could you give her a message?	Не могли бы Вы ей оставить сообщение?
Do you know when she'll be back?	Вы не знаете, когда она вернется?
Can I take a message?	Что-нибудь передать?
I'll make sure Mr. X gets your message.	Я обязательно передам Ваше сообщение господину X.
Shall I get him to call you?	Передать ему, чтобы он Вам позвонил?
If you give me your phone number, I'll ask him to call you later.	Если Вы оставите Ваш номер телефона, я попрошу его перезвонить Вам позже.
Would you like to leave a message?	Вы хотите что-нибудь передать?
I'll get back to you later in the day.	Я созвонюсь с Вами сегодня попозже.
Would you like to speak to his assistant?	Вы бы хотели поговорить с его помощником?
Shall I ask him to call you back?	Попросить его, чтобы он перезвонил Вам?
That would be great.	Это было бы замечательно.
What would you like to know?	Что бы Вы хотели выяснить?
How would you like to pay, sir?	В какой форме Вы собираетесь рассчитываться?
I'll pay on my credit card.	Я буду рассчитываться по кредитной карточке.
You know, we haven't received ...	Видите ли, мы не получили ...
Unfortunately, there's a problem with ...	К сожалению, есть проблема с ...
I'm very sorry about the problem.	Я очень сожалею по поводу этой проблемы.
I'm sorry to hear that.	Мне очень жаль это слышать.
Can I ask you a favour?	Можно попросить Вас об одолжении?
When could I reach him please?	Когда бы я мог с ним связаться?
Will you call back later?	Вы можете перезвонить позже?
I'll see what I can do.	Я посмотрю, что я смогу сделать.
Is there a discount for bigger orders?	На более крупные заказы есть скидка?

Could we arrange a meeting some time next week?	Не могли бы мы устроить встречу на следующей неделе?
We have an appointment for next week, but the problem is ...	У нас назначена встреча на следующей неделе, но дело в том, что ...
Could we fix another day?	Может, мы смогли бы назначить другой день?
It was nice talking to you.	Приятно было поговорить с Вами.
You've been very helpful.	Вы мне очень помогли.
We look forward to hearing from you.	Будем ждать от Вас известий.
Bye for now!	Всего доброго!

Ex. 3. Arrival at the Company.

Ваше прибытие на фирму начнется с приветствий и знакомства. Когда Вы встречаете кого-то впервые, используйте приветственную формулу *How do you do?* На это обычно отвечают либо *How do you do?*, либо *Nice/pleased to meet you* (приятно с Вами познакомиться). *How are you?* означает скорее «Как дела?», обычно на это следует ответ *Fine, thanks and how are you?*

A. Read the following dialogue:

Mr. Horst: Good morning, my name's Mr. Horst. I have an appointment with Mr. Chester.

Mr. Smith: Ah, Mr. Horst we've been expecting you! I'm Mr. Smith, I am the assistant purchasing manager at Millers. How do you do?

Mr. Horst: Pleased to meet you, Mr. Smith.

Mr. Smith: As Mr. Chester is held up in a meeting until 12.30, he asked me to introduce you to your new colleagues and show you around the premises. Let me first introduce you to our faithful secretary, Mrs. Simpson.

Mr. Horst: How do you do?

Mrs. Simpson: How do you do? Welcome at our company. Did you have a good flight?

Mr. Horst: Yes, thank you.

B. Study useful phrases below. Make up your own dialogues on analogy.

Useful Phrases

Introducing

– My name is .../I'm ...

- How do you do?/Pleased to meet you.
- Let me/May I introduce .../This is ...
- Have you met ...?
- Yes we have. Nice to see you again.
- How are you?

Questions and answers

- Did you have a good trip/journey? – Yes, thank you.
- Is this your first time in ...? – Yes it is/no it's the second time.
- How long' have you been here? – I arrived yesterday.
- How long and where are you staying? – I'll be staying for 3 more days in the Plaza hotel.
- Are you satisfied with your hotel? – Yes, I am. Thanks/No, I'm afraid, I'm not.
- Could we have lunch together? – Yes. I'd love to/I'm sorry but I can't/I'm afraid I have another appointment.

C. Make up dialogues on the following situations:

1. Представьте. Скажите, что господин Малахов сейчас в Москве. Пригласите сесть. Узнайте, что волнует господина Смита. Узнав, что он хочет знать наше мнение по поводу их оборудования, ответьте, что господин Малахов обсудит этот вопрос в Москве с нашими инженерами и когда вернется, свяжется с господином Смитом. Попрощайтесь, сказав, что были очень рады познакомиться с господином Смитом.

2. Представьте. Скажите, что вы в Манчестере по другому делу, но господин Борисов просил вас зайти к господину Ватсону и передать последние каталоги нашего нового оборудования. Узнав, что господин Борисов звонил господину Ватсону и сообщил обо всем, скажите, что вы были очень рады познакомиться с ним, попрощайтесь.

3. Поздоровайтесь, скажите, что сегодня прекрасная погода, узнайте, как себя чувствует господин Хилл, в ответ на его вопрос скажите, что вы себя чувствуете прекрасно. Сообщите, что вы послали все документы в Москву и надеетесь, что наши инженеры скоро изучат их. Вы думаете, что вы позвоните в понедельник утром. Узнав, что господина Хилла не будет на месте, договоритесь на среду после обеда.

4. Поздоровайтесь, скажите, что рады увидиться с господином Грином снова. Спросите, как он поживает. Ответьте, что у вас все в порядке. На предложение выпить чашечку кофе ответьте положительно. Скажите, что с вами приехали еще два инженера, они хотели

бы посетить их завод. Договоритесь, что господин Грин устроит это посещение и позвонит вам во вторник утром, чтобы подтвердить это. Поблагодарите его и попрощайтесь.

5. Извинитесь за то, что перебиваете, и узнайте у секретаря, не можете ли вы встретиться с господином Стоуном сейчас. Узнав, что у него совещание, которое скоро кончится, и что тогда господин Стоун будет свободен, скажите, что вы подождете. Ответьте положительно на предложение выпить кофе.

Ex. 4. Meeting New Colleagues.

После краткого приветствия в первую очередь необходимо выяснить сферы деятельности сотрудников. Будет мало толку от того, что мы просто переведем наименования специальностей, поскольку в английском языке деятельность обычно описывается. Здесь редко называют специальность. Вас часто будут спрашивать *What do you do?* Назовите в качестве ответа отдел, в котором Вы заняты, например *I'm in Research & Development* (научно-исследовательский), или область, за которую Вы ответственны: *I'm responsible for/in charge of the after sales service* (обслуживание клиентов). Вы можете назвать также пост, занимаемый Вами на фирме: *I'm the managing director*. Иногда упоминается непосредственный начальник: *I report to Mr. Johnson*.

A. Read the following dialogue:

Mr. Smith: Let me introduce you to Mr. Mansion, he is the head of human resources/the personnel department and directly reports to Mr. Miller. As he's responsible for our salaries and fringe benefits the whole staff tries to stay friends with him.

Mr. Horst: Nice to meet you, Mr. Mansion.

Mr. Mansion: Nice to meet you too. Now that you're here, could you please send me a list of all your expenses, including the receipts, before your return to Germany?

Mr. Horst: Of course, with pleasure!

B. Study useful phrases below. Make up your own dialogues on analogy.

Useful Phrases

– What do you do?

– I'm in administration.

- He's in charge of advertising.
- She's responsible for ...
- He's my boss/He's my superior.
- I report to him.
- Who does he report to? Who's his boss?
- He works part-time/full-time.
- I organize the work shifts.
- He plans the production programmes.
- That's not my job/work.
- I supervise production.
- He deals with personnel problems.

Departments

accounting
 administration
 advertising department
 after-sales service
 assembly
 customer service
 dispatch
 finance department
 human resources;
 personnel department
 information technology (IT)
 legal department
 logistics
 marketing
 orders
 production
 public relations (PR)
 purchasing
 research and development (R & D)
 sales and distribution
 warehouse

Отделы

бухгалтерия
 администрация
 рекламный отдел
 обслуживание клиентов
 монтаж
 консалтинг
 рассылка
 финансовый отдел
 отдел кадров

 отдел информатики
 правовой отдел
 логистика
 маркетинг
 отдел заказов
 производственный отдел
 отдел по работе с общественностью
 отдел закупок
 научно-исследовательский отдел
 отдел продаж
 склад

Occupation, profession

accountant
 apprentice
 branch manager
 caretaker
 clerk; office worker

Специальность

бухгалтер
 практикант
 начальник филиала
 начальник хозяйственного отдела
 торговый служащий

consultant	консультант
driver	водитель
engineer; technician	инженер; техник
foreman	мастер (на производстве)
lawyer	юрист
master	мастер (ремесленник)
mechanic	механик
personnel manager;	начальник отдела кадров
head of the personnel department	
plant manager	директор завода
porter	портье
sales representative	торговый представитель
salesperson	торговый агент (на предприятии)
temporary; temp	временный сотрудник
trainee	стажер; практикант

Ex. 5. Line of Business.

Если Вы хотите представить Вашу фирму, лучше расскажите, что производит (produces) Ваше предприятие, перерабатывает (processes), импортирует и экспортирует (imports or exports), кого оно снабжает (supplies) или в какой сфере деятельности Вы заняты (which line of business you're in). Будьте осторожны с английским словом: "branch". Оно обозначает «филиал» или «отделение».

A. Read the following information:

Mr. Horst: I work for a company called Hirsch Ltd.

We are medium-sized electronics company which initially produces household appliances but since 1990 has specialized in telecommunications. The company is based in Stuttgart and we have a few branches throughout Germany. We export our products mainly to Japan and recently also to the USA.

B. Study useful phrases below.

- Our head/main office is in Frankfurt.
- Our main business is communications.
- We have offices/branches/subsidiaries.
- I'm in the oil/computer/construction business.
- We employ 200 people/We have a staff of 200.

- We're a service company/provider.
- We have some overseas subsidiaries.
- We specialize in telecommunications.
- We do a lot of business with the USA.
- We supply spare parts.
- We produce/manufacture electrical devices.

Study some more expressions for describing a company:

Headquarters

... is headquartered in ...

... is based in ...

History

... was founded in/by ...

... was established in ...

Employees

... has a workforce of ... people

... employs ... people

Size

... operates ... subsidiaries

... has shareholdings in ...

... has a ... per cent stake in ...

... runs ... stores worldwide

Market position

... is currently the world's largest ...

... is one of the largest ... in the world

... has a ... per cent market share

Financial results

... achieved an annual turnover of ...

... made a profit of ...

Competitors

Our main competitors are ...

Customers/clients

Products: Our main customers are/include ...

Services: Our main clients are/include ...

C. Describing a Company.

Read a description of two companies and complete the profile below (Tables 1, 2).

Toyota. Toyota Motor Corporation is a multinational corporation headquartered in Japan and is currently the world's largest automaker, achieving an annual turnover of over \$ 260 billion in 2008. In 1937, Toyota was founded by Kiichiro Toyoda as an independent company dedicated to the production of automobiles. In 1957, the automaker exported the first Japanese car to the United States, and established American and Brazilian divisions. The company began to expand in the 1960s with a new research and development facility and established a worldwide presence by the 1970s. Today, the company owns the brands Lexus and Scion and has shareholdings in Daihatsu Motors, Isuzu Motors and Yamaha Motors. It operates 522 subsidiaries and has a workforce of over 316,000 people. An important factor in Toyota's success has been its just-in-time production system which avoids overproduction.

Inditex. Inditex, founded in Spain in 1975, is one of the largest fashion groups in the world and owns well-known brands such as Zara (it's flagship store), Pull and Bear, Massimo Dutti, Oysho and Stradivarius. The group runs 4 270 retail stores worldwide and employs over 79,000 people. Its chairman and founder, Amancio Ortega Gaona, is the richest man in Spain. Inditex designs and manufactures almost everything by itself and new designs are dispatched twice a week to Zara stores. This is made possible through the innovative use of information technology, which drastically decreases the time it takes to get new merchandise from the design stage to the in-store stage. In 2007, Inditex made a profit of € 1.25 billion.

Table 1 – Toyota Motor Corporation

Company	Toyota Motor Corporation
Headquarters	
Founder	Kiichiro Toyoda
Year founded	
Year of expansion to US	
Employees	
Subsidiaries	
Turnover (2008)	
Brands owned	
Shareholdings	Daihatsu Motors, Isuzu Motors and Yamaha Motors

Table 2 – Inditex SA

Company	Inditex SA
Headquarters	
Founder	Amancio Ortega Gaona
Year founded	
Employees	
Number of stores	
Brands owned	Zara, Pull and Bear, Massimo Dutti, Oysho and Stradivarius
Flagship store	
Profit (2007)	

D. Describing Your Job.

Read the following information on how three employees of an IT distribution company called Xcel Systems describe their jobs.

Complete their profiles below (Table 3).

Anthony Smart. My name’s Anthony Smart. I’m the chief accountant for Xcel Systems. I’m responsible for cash flow, credit control, preparing financial statements, accounting reports and so on. On the whole, I enjoy my work – I’ve always enjoyed working with numbers. I also like the company culture and the people here at Xcel – it’s a very friendly and supportive work environment. One task I don’t quite like is chasing money from late payers. That can be rather unpleasant sometimes.

Daniel Goldman. My name’s Daniel Goldman and I am the managing director of Xcel Systems. I’m responsible for the day-to-day running of the business including managing projects, organizing people’s work, dealing with suppliers and important customers. I’m also in charge of developing the company’s long-term strategy. What I like most about my work is the responsibility, the challenge and of course the salary. I also really enjoy motivating and inspiring other people to achieve their goals and develop the company. The part I don’t really like is the long hours. It’s not uncommon for me to spend 12 hours in the office, which doesn’t leave me much time for my family. On top of that, my job can get pretty stressful at times, especially when we have problems with our suppliers.

Susan Clarke. My name’s Susan Clarke. I work for Xcel Systems as a human resources manager. My responsibilities include recruiting new employees and organizing training for company staff. It’s also my job to improve the company’s working conditions. I find my work very interesting mainly because I enjoy working with people. It’s also very satisfying

to see employees improve and develop their skills because of initiatives that I have put into practice. What I don't like so much is when I have to deal with a difficult employee – for example, somebody who is habitually late, takes too many days off or doesn't meet deadlines. That can be rather stressful. But luckily, it doesn't happen too often.

Table 3 – Xcel Systems

Profiles	Anthony Smart	Daniel Goldman	Susan Clarke
Position		Managing director	
Responsibilities			
Enjoys			
Doesn't enjoy			

E. Now describe your company, providing information about head office location, products/services, number of employees, customers/clients, competitors, financial information.

F. Work in pairs. Describe your job to your partner using useful phrases.

UNIT II. BUSINESS CORRESPONDENCE

Деловая корреспонденция оформляется согласно строгим предписаниям (см. образец письма). Следует придерживаться следующих правил:

- Под шапкой письма находится ссылочное обозначение (Our ref./ Your ref.) по левому краю, справа – дата. Для обозначения даты есть несколько вариантов: 30th August/August 30/30 August/August 30th. Формы 11/05/05 или 11-05-05 следует избегать, поскольку в британском английском это будет обозначать «11 мая», в американском же – «5 ноября». Если адрес отправителя не содержится в шапке, его размещают справа над датой.

- Особые примечания, такие как *confidential* (конфиденциально) или *for the attention of* (вниманию ...), следуют за адресом.

- *Обращение.*

Если имя адресата известно:

Dear Mr Chester/Mrs Chester/Miss Chester.

Если имя неизвестно:

Dear Sir/Dear Madam/Dear Madam or Sir.

Если обращаются к фирме:

Dear Sirs (БА)/Gentlemen (АМА).

- Строка с темой письма располагается после обращения и подчеркивается.

- Письмо начинается с прописной буквы.

- Формула приветствия и прощания зависит от формы обращения:
Dear Mr/Mrs/Miss – Yours sincerely Dear Sir(s) or Dear Madam – Yours faithfully.

- Американские письма часто завершаются так:

Sincerely (yours) или Yours truly.

- Если Вы переписываетесь с кем-то регулярно или очень хорошо знаете человека, Вы можете воспользоваться следующими формулами прощания:

Best wishes/Kind regards/Best regards/Regards.

Ex. 1. Study useful phrases and a sample of a letter below.

Starting a letter

– Thank you for your letter of August 30th.

– With reference to .../Further to ...

– In reply to your letter ...

Accepting an invitation

– We shall be very happy to accept your invitation to ...

– I should like to accept ...

Rejecting an invitation

– We regret/are sorry to inform you ...

– Unfortunately we have to inform you that ...

– I am afraid that I will not be able ...

Confirmation

– We are pleased to confirm ...

– We acknowledge receipt of your letter of ...

Request

– We would appreciate if ...

– Could you please ...?

– I would be grateful ...?

Ending a letter

- I look forward to hearing from you soon.
- Thank you in advance ...
- I'm looking forward to meeting you.
- If you have any questions don't hesitate to contact us.

Sample

Miller Communications Inc.
4 Pheasant Run, Chicago, IL 60607
Tel. 201-9349493

Our ref. MC/JD

30th August, 2010

Fa. Hirsch GmbH
Moellerstrasse 40
70469 Stuttgart
Germany
For the attention of Mr. G. Horst

Dear Mr. Horst,
Our annual clients' meeting

As you may have heard we annually arrange meetings for our clients in the States, Europe and Asia at which they have the opportunity to get informed about the latest innovations in telecommunications.

Knowing of your experience in the field of electronic communications we would like to invite you as a guest speaker in our annual meeting in Chicago on October 15. Details on the program will be enclosed.

We do hope that you will be present on this occasion and look forward to hearing from you soon.

Yours sincerely,
Martin S. Chester
Enc. (приложение)
RSVP (просим об ответе)

Ex. 2. Read and translate the following letters. Do the tasks afterwards.

Letter of Inquiry

Ambermold International

Swinton Lane
Manchester M95 7TZ
British Screws Ltd
Freshfield Estate
Walsal

West Midlands

24 May 20__

Dear Sir,

We refer to your recent advertisement in the “Engineering Gazette” for heavy-duty nuts and bolts and would be pleased to receive detailed information including price-list.

In particular, could you let us know the maximum load-bearing capacity of your products and the range of sizes which are available? At the same time, could you tell us whether you consider that they are suitable for the construction of an automated production line.

As we are budgeting for a project to be carried out over the next 18 months, we need to know when your prices are likely to be increased.

Thank you for your help.

Yours faithfully,
GEORGE BAXTER
Production Engineer

Task 1. Write a similar letter of inquiry to Britsteel Ltd, Britsteel House, Oakland Road, Sheffield S3 4PJ. Use these notes to help you:

- request catalogue and price list;
 - request specific information about sizes and weight;
 - ask about suitability of units for manufacture of roller bearing systems;
 - ask about discount facilities;
 - thank Britsteel in advance.
- Don't forget to use polite requests.

Response to Inquiry

B R I L I G H T
LIGHTING SPECIALISTS

BRILIGHT HOUSE
HOMEHARM ROAD
LONDON NW11
01-743 1946

Purchasing Department
Ambermold International
Swinton Lane
MANCHESTER

24 April 20__

Dear Sirs,

Re: Inquiry – Fluorescent Tubes

Thank you for your letter of 17 April inquiring about fluorescent tubes for the new lighting installation in your Manchester plant.

We confirm that we are able to supply DRILIGHT 150 watt tubes at a price of £ 3.75 each, plus Value Added Tax. Each BRILIGHT tube is guaranteed to have a working life of 3,000 hours.

You should allow approximately 28 days for delivery. Please, note that we are unable to offer discount facilities on lighting orders and that our invoice falls due 25 days after receipt.

Please, do not hesitate to contact us if you require any further information.

Your faithfully,

G.M.Brown

Sales Department

Task 2. Write a response letter to an inquiry to Britsfeel Ltd written by your student partner.

Letter of Complaint

Town Hall
Borough of Milton Keynes
Telephone: BLETCHLEY
(0246) 9800
Telex: MILBORO 235879

The Managing Director
Ambermold International
Swinton Road
MANCHESTER

4 September 20__

Dear Sir,

I understand from the Directors of Rollerco (Milton Keynes) that their company is a wholly-owned subsidiary of Ambermold International, and I am accordingly writing to you to pass on complaints about noise levels at the Rollerco factory.

Over the last eighteen months, noise levels have been increasing gradually and the housing estate to the east of the site has been particularly badly affected. The most disturbing development, however, has been the introduction in early August of night-shift working at the plant between 10 p.m. and 4 a.m., and this has made life intolerable for many local residents.

The Council commissioned an independent investigation into the noise levels (copy report enclosed) and would point out that the factory appears to be exceeding the permitted limits, as laid down in Section 32b of the Noise Prevention Act (1972).

I should be pleased to receive your comments on the foregoing, together with any ideas you may have on how this situation may be remedied.

Yours faithfully,

George Hooper
(Town Clerk)

Task 3. Write a similar letter of complaint.

Fax (Факсимильное сообщение)

Поскольку факс служит для быстрой и надежной передачи данных, для подтверждения поставок или брони и для передачи бланков или документов, формальных правил для составления факса практически не существует. По этой причине факс не предназначен для формальных писем. Чтобы сообщить что-либо в краткой и понятной форме, в факсе используются сокращения, которые зачастую усложняют понимание сообщения. Здесь не важно, пишете ли Вы с прописной или со строчной буквы.

Sample

25/11/05 ATTN: Millers communications Chicago, Pchsing Dpt. Re order BR 1826/5H rcvd 20 boxes tday. 4 dmged. pls send new boxes asap. del. urgent. rgds. sales dpt. Collins & Co.London

Без сокращений факс выглядел бы следующим образом:

For the attention of Millers communications Chicago, the Purchasing Department.

With reference to the order number BR 1826/5H.

We received 20 boxes today, 4 of which were damaged.

Please send us new boxes as soon as possible, as the delivery is very urgent.

Regards.

Sales Department Collins & Co.London

E-mail (Электронная почта)

Электронная почта так проста и быстра, что быстро заменила телефон и обычное письмо.

Правила написания делового электронного письма

Приветствуется следующее:

- информативность и выразительность сообщения;
- формулы приветствия и прощания;
- деление сообщения на абзацы;
- подпись автора письма;
- почтовые реквизиты (адреса, телефоны).

Запрещено следующее:

- разноцветные шрифты;
- смайлики;
- длинные предложения;
- орфографические и грамматические ошибки.

Основные правила пользования электронной почтой как средством коммуникации в бизнесе следующие:

- Своевременно отвечайте на все полученные сообщения.

Respond to all messages promptly.

Даже, если Вам нечего ответить по существу, просто напишите, что Вы получили сообщение, например:

– Thank you for your message. I will get to you ASAP.

Спасибо за Ваше сообщение. Я свяжусь с вами в ближайшее время.

– Thank you for your suggestion. I am thinking about it.

Спасибо за Ваше предложение. Я обдумываю его.

- Проверяйте написанные сообщения, прежде чем отправлять их.

Check outgoing messages before posting them.

Нужно внимательно вычитать текст сообщения прежде, чем отправить его. Нажав на иконку “send” (отправить), Вы уже не сможете что-либо исправить.

- Внимательно заполните заранее обозначенную шапку письма.

Letter heading:

- адресат (To:);
- отправитель (From:);
- копии (Cc:);
- скрытые копии (Bcc).

- Используйте строку «тема сообщения».

Use the subject line to indicate the topic.

Это поможет Вам и Вашему партнеру легко найти нужное сообщение среди многих других.

- Будьте вежливы при выражении «деловых» просьб.

Express “business” requests politely.

Избегайте навязчивости.

Дайте получателю возможность выбора.

Создайте благоприятное впечатление.

Стиль электронных сообщений – скорее непринужденный или нейтральный, чем официально-деловой.

- Используйте общеупотребительные сокращения.

Learn common abbreviations.

Чтобы оптимизировать переписку по электронной почте, были введены следующие сокращения в теме письма: RE (касательно) при ответе на письмо; REQ (request), если Ваше письмо срочное и необходим быстрый ответ на него; FYI (for your information) и BTW (by the way) – пояснение получателю, что Вы не ожидаете от него непосредственной реакции или действий, просто информируете его о чем-то.

Допускается набирать сообщения без заглавных букв, опускать артикли, вспомогательные глаголы. Если Вы не уверены в Вашем английском, лучше пользоваться стандартным, полным текстом.

Sample

RE: Your request for list of conference participants.

REQ: reservation hotel accommodation.

FYI: interesting sights in Chicago.

BTW: 29th is a Bankholiday.

Useful abbreviations/Сокращения

AAMOF – as a matter of fact;

AFAIK – as far as I know;

ASAP – as soon as possible;

BTW – by the way;

CU – see you;

F2F – face-to-face;

FYA – for your amusement;

FYI – for your information;

IMO – in my opinion;

IOW – in other words;

IWBNI – it would be nice if;

KIS – keep it simple;

NRN – no response necessary;

OS – operating system;

OTOH – on the other hand;

R – received;

TFS – thanks for sharing;

TIA – thanks in advance;

WOBTAN – waste of both time and money;

WRT – with respect to.

Ex. 1. Compare two types of the same message:

Standard English

I have read your message regarding (about) John's presentation. I will try to read his paper as soon as possible and return it to your mailbox. Thank you again.

E-mail style

Read yr message re john's pres. will try to read his paper ASAP and return it to yr mailbox.

Thanx again.

Ex. 2. Write an e-mail, as suggested below:

1. Подтвердите по электронной почте получение информации от партнеров по бизнесу об отправке партии груза. Не забудьте заполнить строку «тема сообщения».

2. Поблагодарите в электронном сообщении партнеров по бизнесу за своевременную информацию об изменении условий закупки това-

ров по оптовым ценам и выразите надежду на возможность предоставления скидок постоянным клиентам.

3. Напишите сообщение с просьбой рассмотреть возможность о выделении Вам финансовой помощи для участия в симпозиуме, оргкомитет которого отобрал Ваш доклад для выступления.

4. Напишите сообщение оргкомитету торгово-промышленной выставки с просьбой забронировать номера в гостинице для членов Вашей группы.

UNIT III. BUSINESS TRIP ABROAD

Ex. 1. Read and translate the text.

BUSINESS TRAVELERS PONDER THE PERFECT BUSINESS TRIP

Business traveler preferences vary widely worldwide, according to American express business travel research.

When asked what they would consider to be the most enjoyable part of a business trip, 27% of respondents identified meetings with colleagues and/or clients as most enjoyable, followed closely by 25% for the flight to their destination, 24% for their hotel stay and 23% who cited the return home.

When evaluating the most irritating factors of traveling on business, the majority of travelers found travel delays to be the most irritating (52%), followed by poor hotel accommodations and boarding/deplaning (9%), and getting behind in office work (7%).

While on business travel, travelers occasionally have the opportunity to partake in leisure activities. Fifty-one percent of interviewees said that sightseeing was their most relaxing activity while traveling on business, followed by 28% who pointed to socializing with colleagues and clients and 15% who identified shopping as the most relaxing activity. In particular, 79% of Chinese business travelers found sightseeing the most relaxing thing to do while on a business trip. A high percentage of Norwegian travelers (59%) prefer to socialize with colleagues or clients.

Overall, 47% of those surveyed said they always bring back gifts for family, friends and/or loved ones when returning from business trips, led by 78% of Chinese business travelers who said they always come home with a gift.

Ex. 2. Business Culture.

Read the text. Among the advice below, which points do you think are most important? Why?

HOW TO BEHAVE APPROPRIATELY ON A BUSINESS TRIP

Whether this will be your first or your thousandth business trip, you should be conscious of conduct that is considered proper during your absence from the office. As a representative of your company, you need to know how to behave appropriately on a business trip.

- Pack all essential items in a carry-on bag to avoid being ill-prepared for business if the airline loses your luggage. Showing up for a trade show or a meeting with a client dressed in yesterday's clothes will not make a positive impression.

- Dress professionally during the entire trip. Your attire should reflect the fact that you are on a business trip, whether you are on a plane, on a golf course or in a conference room.

- Be prepared and be on time. You may normally arrive at the office at 8:10 every morning and not speak until after your first cup of coffee, but clients will not take kindly to your decision to be 10 minutes late for an important meeting and still need to go over your notes.

- Use proper business language. Even though some business trips may include more casual situations, such as lunch, dinner or even golf, keep in mind that you are still representing your company, and like the old saying goes, "Loose lips sink ships".

- Brush up on table manners and the basics of business etiquette before you go. This may help you avoid an embarrassing gaffe while on your trip.

- Save all receipts from your trip so you can easily determine your expenses when you return.

- Conduct yourself with grace and decorum at all times. If you are uncertain about these terms, consider buying a book on business etiquette for some light reading while on the plane.

Ex. 3. Booking a Flight.

A. Study useful phrases below.

Booking a flight

– I would like to book a flight to ...

– I'd like a single/return ticket (BE).

- How much is a one-way/round-trip (AmE) to ...?
- What is the city of destination?
- What is the time of departure/arrival?
- Are there any seats on Monday's flight?
- I'm sorry. There are no more seats on the flight.
- Please confirm your reservation in advance.
- I'd like to confirm tomorrow's flight.
- I'd like to cancel my reservation.
- Yes, your flight is confirmed to leave at 8 a.m.
- Which gate are we boarding from?
- How long before the flight should I check in?
- You should check in two hours before your flight.

Problems

- I am afraid this flight is fully booked.
- There are no more seats available.
- There's no direct flight/non-stop flight to ...
- All inland flights/domestic flights have been cancelled.
- There is no connecting flight to ...
- Could you put me on stand-by/the waiting list?
- I'm sorry, your flight has been cancelled due to inclement weather conditions.
- Yes, your flight is confirmed to leave at 8 a.m.

B. Read the following dialogues. Dramatize the dialogues on analogy.

I. A: I'd like to book a direct flight from Miami to Chicago on the 28th of August, please.

B: Business or economy class, single or return?

A: Return ticket, economy class, please.

B: I'm sorry but there are no direct flights available, you'll have to make a stop-over in New York. Departure from Miami at 7.35 a.m., arrival at New York 9.45 a.m., connecting flight to Chicago at 11.05 a.m., arrival at Chicago 12.30 p.m.

A: OK. I'll take that flight then. Could you reserve an aisle seat, please?

B: I'll give you seat number 17c. Your confirmation number is TG01K8 and your tickets will be available at the airline information desk. Check-in will be 2 hours before take-off.

A: Thanks.

B: You're welcome, goodbye.

II. *Telephonist*: Global Travel. Good morning.

George Baxter: Oh, good morning. I'd like to reserve a seat on a flight to Frankfurt, please.

Telephonist: Hold the line and I'll put you through to reservations.

Salesgirl: Reservations.

G.B.: Oh yes, good morning. I want to reserve a seat on a flight to Frankfurt, please.

S.: When are you flying?

G.B.: Monday, the 19th of March.

S.: Yes. And could I have the airline and flight number?

G.B.: It's British Caledonian. The flight's the one leaving at 8.15 a.m.

S.: From Manchester?

G.B.: Yes.

S.: That's flight BCL241. What's the number of your ticket?

G.B.: JB 248320.

S.: And your name?

G.B.: Baxter. B-A-X-T-E-R. The initials are G. B.

S.: Hold the line and I'll check for you ... Yes, that'll be alright, Mr. Baxter. Check in before 7.30 a.m. at the International Departures Desk on Monday the 19th of March.

G.B.: Ah! Thank you very much. Goodbye.

S.: Goodbye.

Ex. 4. Hotel Reservation.

Как и в Германии, Вы можете выбрать ночевку с завтраком (bed & breakfast), полупансион (half board) и полный пансион (full board), двухместный номер (double room), одноместный номер (single room), с ванной (bath) или душем (shower). В Соединенных Штатах Америки (США) обычно дополнительно указывается размер кровати: king-size обозначает кровать шириной 2 м, queen-size – примерно 1,50 м и twin beds – две одинарные кровати.

Sample

Dear Sir/Madam

I would like to confirm our telephone call of March 16th concerning my reservation of 1 double room with bed and breakfast for 4 nights from the 28th of August till the 1st of September. Would you be so kind as to confirm this booking by fax, stating the confirmation number and including some travelling directions towards your hotel?

Regards R. Horst

A. Study useful phrases below.

Booking a room

- I would like to reserve/book a double room with shower, please.
- I require/need accommodation for the following nights.
- I'd prefer a non-smoking room.
- Have you got any vacancies?/Do you have any rooms available?
- How much is the room per night, with breakfast/half board/full board?
- How much do you charge for a single room with bath?
- I'm not sure whether I'll be staying 3 or 4 nights.
- Is the hotel nearby the airport/motorway/city centre?

Problems

- I'm afraid we're fully booked.
- We regret to inform you that we have no rooms available.
- We will not be able to accommodate you during that period.
- We can only offer you a continental breakfast.
- Due to renovations our hotel will be closed.

B. Read the following dialogues. Dramatize the dialogues on analogy.

I. *Receptionist*: Hello, Plaza Hotel. May I help you?

Guest: Good morning, I'd like to book a single room for two nights please.

Receptionist: When for, sir?

Guest: Next Monday, April 3rd.

Receptionist: Let me just check ... Yes we have one single room available.

Guest: Great. How much is the charge per night?

Receptionist: Seventy euros, sir.

Guest: OK, that's fine.

Receptionist: Can I have your name, please?

Guest: Yes, it's Caulson. Robert Caulson. That's C-A-U-L-S-O-N.

Receptionist: OK, I've got that. What time will you be arriving?

Guest: Around 8 p.m.

Receptionist: Thank you and have a nice day.

II. *Receptionist*: Hello, Plaza Hotel.

Guest: Hello, I'd like to book a single room for this Friday to Sunday, please.

Receptionist: I'm afraid the hotel is fully booked on Saturday and Sunday. Would you like to reserve a room for Friday?

Ex. 5. At the Hotel.

Sample

A: Good evening. My name is Horst. I made a reservation for 4 nights.

B: Welcome to our hotel, Mr. Horst. Could I have your confirmation number, please?

A: Here you are!

B: Thanks. Would you just register here, please? Here's your key. Your room number is 215. It's on the 2nd floor at the end of the corridor, on the right. You can leave your baggage in the lobby; I'll call the bellboy to bring it up to your room.

A: At what time do you serve breakfast?

B: We serve breakfast from 7.00 a.m. till 9.30 a.m.

A: Could you give me a wake-up call at 7.30 a.m. please?

B: Sure, no problem. I hope you'll enjoy your stay.

A. Study useful phrases below.

At the reception desk

- I've booked a room for 2 nights.
- I'd like to extend my stay for an extra 2 nights, please.
- My wife will be joining me this weekend. Will there be an extra charge?
- Do you offer an overnight laundry/(dry-)cleaning service?
- Can I send a fax to my office from here?
- Could you arrange for a taxi at 2 o'clock this afternoon, please?
- Are there any messages for me?
- Could I have my shirt ironed?

Problems

- I'm afraid I've lost my key/key card.
- I can't get the air-conditioning/television to work.
- Could I change rooms? My neighbours are very noisy/loud.
- I can't turn off/on the heating.
- The toilet is blocked/doesn't flush.
- Do you have a hair blower (AmE)/hairdryer (BE)/extra towels?
- The tap (BE)/faucet (AmE) is dripping.
- I'd like to see the manager, please.

Checking out

- Could I have a late check-out, please?

- I'd like to check out, please.
- We're leaving today. Could you make up my bill/check?
- Can I pay by credit card?
- Could you make a separate bill for my telephone calls, please?
- Did you have anything from the minibar?

B. Read the following dialogues. Dramatize the dialogues on analogy.

I. *Receptionist:* Good morning sir, how may I help you?

Guest: Hello, I've booked a single for tonight. The name's Caulson, C-A-U-L-S-O-N.

Receptionist: Yes, sir. Could you fill in this form, please?

Guest: Sure.

Receptionist: Here is your key. Your room number is 302. Just take the lift over there to the third floor.

Guest: Thank you. What time do I have to check out by tomorrow?

Receptionist: Checkout time is 12 p.m.

Guest: And can you tell me what time breakfast is served?

Receptionist: Breakfast is served from 8 to 11 a.m.

II. *Guest:* I'd like to check out, please. My name is Caulson, room 302. Here's the key.

Receptionist: Just a moment, sir ... Here's your bill.

Guest: Can you tell me what this charge is for?

Receptionist: That's for the drinks you ordered last night.

Guest: OK. Can I pay by credit card?

Receptionist: Yes, of course.

Guest: One more thing. I have a train to catch in a few hours. Can I leave my bags somewhere till then?

Receptionist: Certainly. You can leave them in the storeroom over there.

Guest: Thank you. Goodbye.

Ex. 6. At the Airport.

Sample

Announcement: Ladies and Gentlemen, your attention, please!

All FH 126 transfer passengers continuing their flight with destination Cairo are now requested to proceed immediately to gate 28!

Will passenger Mr. Johnson please come to the ... airlines information desk!

Question: Excuse me, I couldn't hear the announcement. Was it concerning flight number ... destination ... or did they ask for Mr. Horst?

A. Study useful phrases below.

Checking

- I'm sorry, where's the check-in counter for ... airlines?
- Have you got any hand baggage/carry-on luggage?
- I'm sorry, this suitcase is too large, you'll have to check it in.
- What's the charge for excess luggage?
- This is your boarding card.
- Your flight departs from terminal 1 gate 8.
- It's through concourse 4 on level 2.

Flight information

- You'll find the information on the arrival/departure board.
- The estimated time of arrival (ETA)/departure (ETD) is ...
- The scheduled time of arrival (STA)/departure (STD) is ...
- The actual time of arrival (ATA)/departure (ATD) is ...
- Flight KL466 from New York has just landed.
- We're sorry but the flight has been delayed/cancelled.

Rescheduling

- My flight has been cancelled. When is the next flight to ...?
- I'd like an earlier flight.
- I'd like an upgrade from economy class to business class.
- Could I change my reservation, please?
- I missed my connection and I have to be at a meeting, could you find out if there are any flights available?

Immigration

- All EU citizens to the right please.
- May I see your passport please?
- What is the purpose of your visit?
- I'm here on business.
- Where are you staying?
- You can go through then.

Problems

- Your passport/visa is invalid.
- You must fill in an address or a hotel where you'll be staying.
- You haven't filled out the complete form.

Baggage reclaim

- Excuse me, I need a baggage cart/luggage trolley.
- Can you change money. I need coins for the cart.
- You can collect your luggage at carousel 4.
- Your luggage is on the other conveyor belt.
- I think that is my suitcase.
- Could you help me with his suitcase, it's rather heavy.

Problems

- I've lost my suitcase/my suitcase was damaged.
- You have to report that at baggage retracing.
- You have to fill in this questionnaire.
- Could you send my suitcase to the following address?

Customs clearance

- Do you have anything to declare?
- Could I see your customs declaration form, please?
- Would you please open your suitcase?
- I'm afraid you're over the allowance.
- You have to pay duty on the excess.

B. Read the dialogues. Dramatize the dialogues on analogy.

I. Passport Control

A: Welcome to Canada. May I see your passport please?

B: Sure. Here it is.

A: Where are you coming from?

B: I'm coming from Seoul, Korea.

A: What is the purpose of your visit?

B: I'm here on business.

A: How long are you planning to stay?

B: I'll be staying for three weeks.

A: Where will you be staying?

B: I'll be staying at a hotel.

A: Have you ever been to Canada before?

B: No, this is my first time.

A: Do you have anything to declare?

B: No, nothing.

A: Enjoy your stay.

B: Thank you.

II. Customs Control

Customs officer: Good morning! Are these your suitcases, sir?

Passenger: Yes, that's right.

Customs officer: Your customs form, please. Thank you. How long are you planning to stay in the country?

Passenger: Two months, I think.

Customs officer: What's the purpose of your visit?

Passenger: I'm here on business.

Customs officer: And have you anything to declare? I mean alcohol, cigarettes, medicine ...

Passenger: Oh, no.

Customs officer: What's inside this bag?

Passenger: Presents for some of my colleagues.

Customs officer: Uh-huh. Spirits?

Passenger: A bottle of French red wine.

Customs officer: Any meat? Food, fresh fruit ...

Passenger: Uh, no.

Customs officer: No plants?

Passenger: No. But I have 200 French cigarettes for my friends.

Customs officer: You don't need to declare this. That's under the limit.

Passenger: Good. Thank you.

Customs officer: Welcome to the USA!

C. Read the text. Give the definitions to these terms “customs regulations”, “prohibited articles list”, “customs declaration”.

GOING THROUGH THE CUSTOMS. CUSTOMS DECLARATION

Every country has its own customs regulations – the rules, which stipulate what articles are liable to duty and what are duty-free.

Customs restrictions include a prohibited articles list – a list of items, which may not be brought into a country or taken out of it. As a rule, personal effects are duty-free.

If you have any items, which come under customs restrictions you should fill in a customs declaration. It is an official document declaring the nature and value of goods that are being imported or exported on which

duty will have to be paid. The declaration is made either orally or in writing on a special form.

The customs applicant must:

- fill in the Declaration clear and legibly;
- enter in the Declaration columns information on the goods transported across the Customs Union border and other information required for customs purposes;
- information shall be indicated in the official language of the Customs Union member-state, the Russian or English Languages.

You do not have to fill in the declaration and may go through the green channel:

- if goods imported are duty-free, and are not prohibited and restricted for import;
- if imported Belarusian rubles, foreign currency, travelers' cheques do not exceed prescribed limit.

You have to fill in the declaration and choose the red channel (red corridor):

- if you import dutiable goods;
- goods which are prohibited or restricted to import;
- if you import Belarusian rubles, foreign currencies, travelers' cheques in equivalent exceeding prescribed limit;
- if you want to declare imported goods.

D. Sample of Customs Declaration.

Study the following information. Fill in customs declaration on analogy.

Each arriving traveller or responsible family member must provide the following information (only ONE written declaration per family is required):

1. Family Name ...
2. First (Given) Name ...
3. Middle Initial(s) ...
4. Birth Date (day/month/year) ...
5. Airline/Flight No. Or Vessel Name or Vehicle License No ...
6. Number of Family Members travelling with You ...
7. Country or Citizenship ...
8. Country of Residence ...
9. Address (Street Number/City/State/Mailing Address) ...
10. Countries visited on this trip prior to ... (State) arrival ...

11. The purpose of my (our) trip is or was ... Business ... Personal ...

12. I am (We are) bringing fruits, plants, metals, food, soil, birds, snails, other live animals, wildlife products ... (Yes/No)

13. I am (We are) carrying currency or monetary instruments over \$ 10.000, or foreign equivalent ... (Yes/No)

14. The total value of all goods, including commercial merchandise, I/we purchased is ... (US dollars)

I have read the notice on the reverse and have made a truthful declaration ...

Signature

Date (day/month/year)

UNIT IV. INTERNATIONAL FAIRS AND EXHIBITIONS

Ex. 1. Read and translate the text.

WORLD EXHIBITIONS

The first world industrial exhibition was held in London in 1851. It was a great success. It displayed exhibits of participating nations and the number of visitors reached six million. Since then world industrial expositions have had colorful history. They have changed not only in size and scope, but also in character and overall purpose. Such events provided opportunities for exchanging scientific, technology and cultural achievements of the people of Europe, America, Australia, Asia and Africa.

Beginning with the early 60s international expositions began to take new forms, trying to emphasize not only technological progress, but also other aspects of life. They became festivals of industry and culture.

Fairs and exhibitions provide an opportunity to establish profitable contacts and promote mutual understanding among different nations.

The first international exhibition in Russia was in Moscow in 1964. Today Moscow is a regular meeting place of traders from different countries. The trade partners participating for many years in the international exhibitions which are held in Moscow and other cities of Russia appreciate the amicable atmosphere and business-like spirit of the commercial negotiations at these events.

Ex. 2. Read and translate the text. Do the tasks afterwards.

FAIRS AND EXHIBITIONS

Every year a lot of international, national and specialized exhibitions and fairs are held in different countries of the world. The number of countries and companies which take part in them is growing from year to year and the scope of fairs and exhibitions is becoming larger.

The display during these exhibitions includes a wide range of exhibits which show the latest achievements in different field of industry, science and agriculture of many countries.

Usually fairs and exhibitions are crowded with visitors, who show much interest in the exhibits on display. At international and national exhibitions commercial centers are established where participants can negotiate the sale and the purchase of different goods.

Every exhibition helps visitors to see the achievements of different countries. It is also a method to advertise products. Fairs and exhibitions are usually held under various mottoes: people and progress, peace and progress through economic cooperation and so on. International fairs and exhibitions pave the way for the consolidation of friendship among countries and nations. International exhibitions mean creative ideas and new trends, platform for the development of business, contacts with the reliable business partners.

Task 1. Find English equivalents to the Russian word combinations:

принимать участие в выставках и ярмарках; масштаб чего-либо; последние достижения в различных отраслях промышленности; участники; устраивать (вести переговоры); рекламировать продукцию; прокладывать путь к чему-либо.

Task 2. Answer the following questions:

1. What is an exhibition? 2. What does the display of the exhibition include? 3. What are fairs and exhibitions usually crowded with? 4. What are usually established for different goods selling and purchasing? 5. What is one of the purposes of the international fairs and exhibitions?

Ex. 3. Read and translate the text.

ADVERTISING

Advertising is one of the forms of marketing, nonpersonal communication used to promote ideas, goods, or services. It helps consumers to choose among competing products. It extends the possibilities of mass production and leads to the economies of scale and to lower consumer costs.

An advertisement (or “ad” for short) is designed to inform and motivate. It is any form that draws positive attention towards the things.

Advertising messages or ads include mass media such as television, radio, newspapers, magazines advertisement, outdoor advertising or direct mail, and online advertising through the Internet or World Wide Web such as blogs, websites or text messages.

Commercial advertising media can include wall paintings, billboards, printed flyers and rack cards, web banners, mobile telephone screens, shopping carts, web pop-ups, skywriting, bus stop benches, human billboards and forehead advertising, sides of buses or cars, etc.

Ex. 4. Read and translate the text. Say what role product presentation plays and what successful presentations should be.

PRODUCT PRESENTATION

Product presentation is an important part of selling your product to prospective customers. In many cases, this will be the customer’s first introduction to your company and potentially your product. First impressions are critical. Successful presentations should be understandable, memorable, and emotional.

Understandable. Successful presentations are free of jargon, buzzwords, complexity, and confusion. Although there are many ways to make a presentation clear and understandable, the famous technique is called the “Twitter-friendly headline.”

Steve Jobs offers a headline, or description, for every product and each headline can easily fit in a Twitter post. He finds one sentence to position every product. That one sentence speaks volumes:

“What’s the MacBook Air?” – “The world’s thinnest notebook”.

OR: What’s an iPod? – “It is one thousand songs in your pocket.”

Memorable. If your audience cannot remember what you said in your presentation or recall your idea, it doesn’t matter how great it is! The human

mind can only consume anywhere from three to seven points in short term. Try to incorporate the rule of three in your presentations. You can divide your presentation into three parts, discuss “three benefits” of a product, or give your audience “three action steps” they can take. Packaging the content into groups of three makes it far easier to remember.

Emotional. You need to show data and evidence to reinforce your position, but it’s the emotional part of a presentation that often moves people to action.

Poor communication and presentation skills can sink your brand and your career. Too many great ideas go undiscovered because the people who have those ideas fail to communicate effectively. We need big ideas to solve big problems, and we need inspiring leaders who can present those ideas so they are understandable, memorable, and make an emotional connection with their audiences.

Ex. 5. Presentations.

Во время презентаций необходимо привлечь внимание слушателя и поддерживать его. В Вашем распоряжении большое количество вспомогательных средств. Большая часть Вашего успеха зависит от того, как Вы преподнесете свою информацию или послание. Для начала признайтесь, что Ваш английский далек от совершенства: I’m afraid my English is not perfect, попросите собеседника задавать вопросы, если что-то непонятно: So, please do not hesitate to ask me if anything was unclear. Избегайте предложений, содержащих сложные придаточные конструкции. Высказывайтесь коротко и ясно: I’ll try to be brief and clear!

Opening (Вступление)

Сначала кратко представьтесь Вашим коллегам: Let me briefly introduce myself. I’m ... and this is my colleague ... Поблагодарите за приглашение: I’d like to thank you for inviting me here today и огласите тему презентации: I’m going to talk to you about ... После этого сделайте краткий обзор плана презентации (a short overview of the structure) и обратите внимание на раздаточный материал (hand-outs). Сразу же предупредите о возможности прерывать Вас во время выступления: You can interrupt me at any time if you have any questions, или, если Вам удобнее другой вариант, попросите задавать вопросы в оставшееся время после презентации: After the presentation there will be ample time for questions.

Sample

Mr. Horst: Ladies and Gentlemen, I'm delighted to be here today as a guest speaker at the annual customer meeting of Miller Communications Incorporated. Let me briefly introduce myself: I'm Gerhard Horst, head of the research and development department of Hirsch in Germany. I'd like to inform you on the latest developments in the field of electronic communications. I'll begin with an overview of our latest projects, then I'll brief you on our company's sales figures and I'll finish off with an outlook on the company's future plans. If you have any questions, I'll be happy to answer them after my presentation.

Useful Phrases

Opening words

- Good morning. Let me introduce myself ...
- Let me introduce you to my colleague ...
- I/We represent ...

Thanking for the invitation

- It's great honor to be able to speak here today.
- I'm grateful for having the opportunity to ...
- I'm glad to have a chance to speak.
- Ladies and gentlemen, thank you for asking me to tell you ...

Announcing the topic

- Today I'm going to talk about ...
- The topic/subject of this presentation is ...
- In my presentation I'll be explaining our new project.
- I'll try to give you an overview of the development ...
- You've met here today to hear something about ...

Handouts

- In the handout, which will be passing around, you'll find ...
- I hope everybody received the handout?
- May I draw your attention to the handout?
- There is a small mistake in the handout which I would like to correct.
- I'm afraid we've run out of copies, could you share with your neighbor's?

Structure

- I'll focus on two main points.
- I'll be covering the following three main areas.
- I've divided this presentation into four sections.
- In the first part of my presentation I'll ...
- I'd like to begin with ... then/next/after that ...
- First/firstly/first of all ... Secondly ... Thirdly ... Finally ...
- My colleague will take over the second part.

Interruptions

- Please do not hesitate to interrupt me if I'm speaking too fast/I'm not making myself clear/you have questions.
- Please stop me if anything is unclear.
- After the presentation there will be time for questions.

Main body (Основная часть)

Чтобы слушателю было понятно, какова Ваша цель, каково логическое построение Вашей аргументации, в основной части Вашей презентации Вам следует огласить следующий шаг: Let me now move on to the following point, which is ... Риторическими вопросами Вы можете придать стилю Вашего доклада некоторую живость, а слушатели будут привлечены к размышлениям по проблематике выступления: How could this problem affect us?/How could we solve this problem? Это же позволит Вам сделать хороший переход к решению проблемы, которое Вы предложите: Well, one way to solve this problem is ...

Useful Phrases

Step by step

- Let's start with ...
- I'd like to begin with an overview of ...
- So that's the present situation. Let's now have a look at ...
- With this we have come to the following ...
- Let me move on to ...
- So much for the figures. Now as to ...
- Having finished this part, I'd like to turn to the next point.
- As you can see on the handout this brings us to the last part.

Rhetorical questions

- The question is: What can we do about this?

- What does this mean for our company?
- What advantages would this offer us?
- You will ask yourselves: In what way does this affect us?
- Isn't there a better way of dealing with this problem?

Bringing arguments

- On the one hand ... On the other ...
- In addition ..., furthermore ...
- Because of this/as a result of this ...
- Consequently/therefore ...
- However, I think that ...
- Generally speaking/in general we could say ...
- On the whole ...
- We should take into account the following ...
- Instead of increasing our production I suggest ...
- Not only ... but also ...
- There are two reasons for this. First ... second ...
- This is due to ...

Offering solutions

- One way to solve this problem would be ...
- We propose the following solution ...
- A possible solution would be ...
- I found a way to deal with this problem.
- However, there's another alternative.
- Another option would be to ...

Making forecasts

- What's the forecast for next year?
- The long/short term forecast is ...
- The outlook is (not) very encouraging.
- The prospects for next year are pretty good.
- We expect this trend to continue.
- Sales are expected to rise.
- We see signs of growth.

Declining interruptions

- If I might just finish my sentence.
- Perhaps we could return to that question later on.
- If you would be so Kind as to let me finish. I'll answer questions later on.
- If you would allow me to finish off first.

- I'll come back to you as soon as I've finished my talk.
- There are two more points I'd like to mention before I answer your questions.

Picking up the thread

- As I was saying ...
- Coming back to what I was trying to explain ...
- To return to my subject ...
- If we could just return to the topic ...
- If I could just continue ...
- This leads us back to what I was saying before ...

Closing (Завершение)

После обзора важнейших тем Вы можете завершить рассказ, предложив слушателям задать вопросы. Формулировки типа *If there are no questions. I'd like to finish sooner* удержат людей от постановки вопросов. Лучше поощрите их таким образом: *I presume (я предполагаю) you will have a lot of questions. Was anything unclear or Did I forget anything important? I'm very curious (любопытно) to know what you think of this project.* Иногда после презентации следуют аплодисменты, при этом ни в коем случае не стучите по столу, как это принято в Германии. В большинстве стран этим жестом привлекают внимание либо просят о соблюдении тишины.

Sample

Mr. Horst: Well, with this summary I would like to finish off my presentation. I hope I have been able to convince you of the importance of our new project on the international market and would be happy to answer any questions that remained unanswered. For more detailed information you may call me at my office any time, as soon as I'm back in Germany. You'll find my phone number and E-mail address on the top right of the handout. Thank you very much for the attention.

Useful Phrases

Closing words

- I'd like to conclude by making the following statement.
- Let me go through the main arguments again before finishing this presentation.
- I hope it has become clear through this presentation ...
- I'd like to close off with the following suggestion ...

- To put it in a nutshell ...
- So, to summarize we could say that ...

Inviting questions

- I'd now like to turn to the questions that you certainly have.
- If you have any questions, I'd be happy to answer them now.
- I'd welcome any questions or comments.
- Please tell me if anything was unclear.
- Any further questions?

Difficult questions

- I don't think I'm the right person to answer that question.
- That is beyond my competence.
- I'm afraid I don't have those figures here, but I could let you know later.
- Let me pass this question to Mr. Marks who is an expert on this matter.
- Could we come back to that later?

Dealing with criticism

- I quite see your point but still ...
- That's an interesting observation but we shouldn't forget ...
- I understand your criticism, but don't you think ...?
- I entirely agree with you. On the other hand ...
- Perhaps I should make myself clearer on this point.
- It seems that you have misunderstood me there.
- I don't think this is the place or time to discuss this.

Closing the discussion

- With this last question I'd like to finish this presentation.
- I'm sorry to break off this interesting discussion but I think we're running out of time.
- I think we should call it a day.
- Thank you for your attention, ladies and gentlemen.
- Ladies and gentlemen, thank you for sacrificing your valuable time.
- Thank you very much for coming and I hope I've been able to inform you sufficiently.

Ex. 6. Read and translate the following texts of speeches and presentations.

I. Hello, my name's Andrews, Keith Andrews. I'm Quality Control Manager here at Ambermold. Quality control is a very important part of

my manufacturing process and here at Ambermold we have a team of 15 people who are responsible for making sure that the quality and reliability of the products are as high as possible.

As Quality Control Manager I have three basic areas of responsibility. First, I decide on the sampling rate of finished goods. It's not possible to check every single bearing system so I have to calculate what percentage should be checked. Secondly, I run tests on those bearings which we sample. I have to set up these tests and produce statistics to show the results clearly so that the design engineers can make any necessary alterations to the production process. But I don't actually carry out the tests myself. I deal with complaints from customers who've had problems with their bearings. I try to find out exactly what has gone wrong and then suggest the best way of overcoming the problem.

It's a very demanding job. I'm normally in the factory from 8.30 until 5.30 Monday to Friday with three quarters of an hour for lunch if I'm lucky. And one Saturday in three I'm on call if any of our customers has a sudden problem with one of our components. Once a month I attend meeting where we discuss technical problems; I report on trends in quality control, whether the defect rate has gone up or down, problems with customers, and so on. Every Thursday afternoon I have a short meeting with all the quality control staff when we discuss technical matters and sometimes working conditions, like tea-breaks etc. I never work on Sundays, thank goodness, although I may have to if the management introduces a seven day week production program.

II. Ambermold International

Ambermold International was founded 25 years ago by Godfrey Thomas (now Sir Godfrey Thomas) in Manchester as a one-man manufacturing company. The Group now comprises five companies throughout Europe and is represented worldwide by a comprehensive network of agents. The total number of employees on the payroll is now some 8,000.

This dramatic expansion was due in no small part to Godfrey Thomas's foresight in patenting his simple invention of a roller bearing system which reduced friction by nearly 50% and at the same time increased the system's working life by a similar amount. It is not possible here to go into too much technical detail, but we can say that Thomas's revolutionary invention relied on the use of a heavier than normal lubricating oil, stainless steel roller bearings accurate to 1/10,000 mm, and the sealing of the whole system under sterile conditions at a very high temperature.

Godfrey Thomas was, and is a perfectionist who insists on the highest standards and the result is that the Ambermold Bearing System (or ABS as

it came to be known) is now used in machinery all over the world. Annual turnover is currently in the region of 322 million.

UMC, the Swiss multinational, first showed interest in Ambermold International two and a half years ago and a take-over was finally agreed at the end of last year. Under the agreement signed by the two companies, Godfrey Thomas remains Managing Director of Ambermold International and Kari-Heinz Braunfels becomes Chairman. The take-over means that substantial funds will now be available for investment in new projects, especially the development of new products and the opening of a new plant abroad. Manchester is still the company's headquarters and the Swinton Lane plant in Manchester is the main manufacturing base, although there are small factories in Greenock, Scotland, and Port Talbot in South Wales which are due to be modernized and automated over the next five years.

Ex. 7. Read a Management Consultant's Report which analyses the causes in the distribution system of a company.

Background

Twelve months ago the company had a decentralized distribution system using regional warehouses to supply customers nationwide. However, this system proved to be expensive due to the fact that too much stock was required in each warehouse and large amounts of capital were tied up. As a result, the company began to experience severe cash flow problems.

Changes in the Distribution System

The company, therefore, decided to replace the regional warehouses with one central warehouse. All orders throughout the country would be serviced from this central warehouse. This would mean that stock levels could keep lower, and money would be saved. The new central warehouse would be fully computerized.

The New Computer System

It took 2 years to design and install the new system. It consisted of a full stock control and order processing system together with a fully automated system for speedy location of goods in the large central warehouse. Due to poor planning the transition period from regional warehouses to one central warehouse was too short and correct procedures for operating the new system were not fully understood. This meant that salesmen did not know how to find out what was in stock and therefore could not inform their customers. This meant a gap of 24 hours between

any request for information on stock levels and the receipt of up-to-date information.

The Problem

The regional warehouses were closed down before the new central warehouse was in full operation. Stock that was placed in the new warehouse mysteriously disappeared as it was not entered properly on the computer system. As a result of the inadequate record of stock levels there were huge delays in supplying customers.

Answer the questions.

1. What was the original distributions system? 2. Why did they change it? 3. What was the new distribution system? 4. What were the advantages? 5. Why did the system begin to go wrong? 6. Why didn't the new warehouse have sufficient stock for all orders?

Make the above questions polite. Use introductory phrases:

- Would you mind telling me ...
- I'd like to know ...
- I wonder if you could tell me ...
- Can you tell me ...

Ex. 8. Speak on the topic "International Fairs and Exhibitions. Product Presentation".

UNIT V. INTERNATIONAL TRADE

Ex. 1. Read and translate the text.

International trade is the exchange of goods and services between countries. It is distinguished from domestic trade, which takes place entirely within a single country. International trade is sometimes called world trade or foreign trade.

International trade permits countries to specialize in producing those things they are best suited to make with the resources they have. Countries benefit by producing the goods they can make most cheaply, and buying those goods that other countries can make more cheaply. International trade makes it possible for more goods to be produced and for more human wants to be satisfied than if each country tried to produce everything it needed within its own borders.

Trade takes place between nations for the same reasons it is carried on within a country. For example, trade between Australia and Japan is similar to trade between the different states in the USA, such as Wyoming and Rhode Island. In both cases, regions specialize in producing certain goods because they have certain resources that make such specialization sensible and profitable. Both Australia and Wyoming have abundant space and few people. This is the best combination of productive resources for efficient cattle rearing. Japan and Rhode Island have little space, but they have abundant supplies of skilled labour and capital. Such a combination makes for efficient industrial production. Australia and Wyoming specialize in cattle rearing and sell meat to Japan and Rhode Island. On the other hand Japan and Rhode Island specialize in industrial products and sell them to Australia and Wyoming.

The economic principle of comparative advantage states that each country should concentrate on producing those goods it can make most efficiently and buy from other countries those goods it cannot produce as efficiently. The greatest volume of international trade takes place between the advanced industrial countries. This trading happens because many of the people in these countries earn enough money to purchase large amounts of goods, and because the countries have the most specialized industries.

The divisions of foreign trade are:

- *Import Trade*. Import trade refers to purchase of goods by one country from another country or inflow of goods and services from foreign country to home country.

- *Export Trade*. Export trade refers to the sale of goods by one country to another country or outflow of goods from home country to foreign country.

- *Entrepot Trade*. Entrepot trade is also known as Re-export. It refers to purchase of goods from one country and then selling them to another country after some processing operations.

The main types of foreign trade include: trade in goods and services; exchange trade; trade fairs; auctions; counter trade; trading with compensation deals, etc. Exchange trade is a trade in goods, currency and securities through intermediary of brokerage exchanges. In 5–10% of cases it is real product, in 90–95% – futures. Auction assumes sale in the form of a public market held in a predetermined place and at a pre-designated time with the right to a preliminary examination of goods. Goods by auction are sold of unique samples to the buyer who offers the highest price. Counter trade or barter is a natural commodity exchange, in which one thing is

traded for another without monetary payment; a bargain, carried out under the scheme “goods for goods”.

Ex. 2. Match the words on the left with the most appropriate definitions on the right.

Abundant – to give permissions;
to distinguish – to support;
to allow – plentiful;
to levy – to lay or place a tax, duties;
scarce – to understand well the difference;
domestic trade – producing a desired or satisfactory result;
to impose – to collect by authority or force;
efficient – a trade within a single country;
to reduce – to keep safe from danger;
to promote – to buy;
to protect – not available in sufficient quantity;
to purchase – make smaller size, price;
to encourage – to help to organize and start.

Ex. 3. Find the synonyms from the following list:

scarce, to buy, to require, abundant, rare, to earn, to demand, to carry on, to purchase, to obtain, plentiful, to allow, to get, to continue, to permit, to make (money).

Ex. 4. Translate from English into Russian:

to purchase, abundant, scarce, comparative advantage, profitable, to levy, to promote, to encourage, to impose, sensible, asset, controversial issue, to earn, to reduce.

Ex. 5. Fill the gaps with the suitable words from the list below.

Carried out, obtain, benefit, domestic, exchange of goods and services, specialization and exchange, advanced.

1. World trade is the ... between countries.
2. Countries ... by producing the goods they can make most cheaply.
3. ... trade takes place entirely within a single country.
4. Most world trade is ... by private exporters and importers.

5. Consumers can ... more goods at lower cost through ... and ... than, if every country tried to produce everything it needed.

6. The greatest volume of international trade takes place between the ... industrial countries.

Ex. 6. Complete the following sentences.

1. International trade permits countries to specialize in producing those things ... 2. A part of international trade is handled by ... 3. Each country should concentrate on producing those goods it can produce ... 4. International trade happens because many of the people in the advanced industrial countries earn ... 5. Trade takes place between nations for the same reasons it ... 6. Regions specialize in producing certain goods because they have ...

Ex. 7. Use the correct noun form, verb or adjective forms in the sentences. Change the grammatical form of the word if necessary.

Specialize

a. Generally a nation that ... in certain production can increase output.

b. Research and development is a ... area of marketing.

c. America's ... in agriculture has made it a leading producer of a grain.

Import

a. The United States ... coffee.

b. ... goods are sometimes subject to a special tax.

c. The continued American dependence on the ... of oil is a controversial issue.

Produce

a. The ... of steel is an important industry in a development economy.

b. Managers try to motivate employees to be efficient and ...

c. France ... excellent wines.

Suit

a. Because of the weather in California, oranges are a ... product for it to specialize in.

b. The ... of a particular specialization is determined by the country's resources.

Ex. 8. Substitute appropriate terms for the italicized words or phrases in the sentences below.

Global, domestic, suit, expertise, resource, output, enables, efficiently, scarce, lack of.

1. Diamonds are found in only a few places in the world; they are rare.
2. The production of the factory increased when ten new workers were hired.
3. Nations that are without technological resources cannot produce their own computer systems.
4. International trade has affected worldwide conditions in numerous ways.
5. Specialized knowledge is necessary in producing many goods.
6. Many small businesses focus only on the home market.
7. Coal is a valuable asset.
8. International trade makes it possible for countries to import goods that they cannot produce.

Ex. 9. Answer the questions.

1. What is the difference between domestic trade and international trade?
2. What does foreign trade permit countries to specialize in?
3. What do countries benefit by?
4. Why does trade take place between nations?
5. In which ways does world trade benefit people?
6. What does the economic principle state?
7. What are the divisions and main types of foreign trade?

Ex. 10. Speak on the topic “International Trade”.

UNIT VI. MARKETING

Ex. 1. Read and translate the text.

MARKETING AND PROMOTION

*“Marketing is the art of making something better than it really is.”
Suso Banderas (pen name of Mark Krenz), American writer*

Marketing means the activities of a company associated with buying and selling a product or service. It includes planning, pricing, market research, promotion, advertising, selling and delivering products to people. Marketing is everything a company does to acquire customers and maintain a relationship with them.

The ultimate goal of marketing is to match a company’s products and services to the people who need and want them, thereby ensure profitabili-

ty. Every business engages in five major marketing activities: marketing research, product development, distribution, pricing, promotion.

The main marketing strategy is the marketing concept – “We must produce what people want”. We can do this by offering the right Marketing Mix – the “Four P’s”. A company’s Marketing Mix is the combination of marketing activities it uses in order to promote a particular product or service. The Four P’s are: Product, Price, Place and Promotion.

Promotion is a process of raising customer awareness of a product or brand, generating sales, and creating brand loyalty. There are three basic objectives of promotion: to present information to consumers, increase demand, and differentiate a product.

Companies engage in variety of promotional activities to inform customers about products and services and to persuade them to buy. Five elements of Promotional Mix are: advertising; sales promotion; personal selling; public relations; direct marketing.

Ex. 2. Answer the questions.

1. What does marketing mean?
2. What is the ultimate goal of marketing?
3. What are the main marketing activities every business engages in?
4. What is a company’s Marketing Mix?
5. What are the basic objectives of promotion?

Ex. 3. If you want to market a product successfully, you need to get this mix right. Match the P’s (1–4) to their definitions (a–d).

- | | |
|--------------|--|
| 1. product | a. the cost to the buyer of goods or services; |
| 2. price | b. informing customers about products and persuading them to buy them; |
| 3. promotion | c. where goods or services are available; |
| 4. place | d. goods or services that are sold. |

Ex. 4. Four consumers are talking about different products. Decide which of the four P’s each speaker is discussing: product, price, promotion or place.

Consumer 1. I read about the launch and I really wanted it, but when I tried to buy it, I just couldn’t get it anywhere. My friend heard that it was in one shop and he queued up for ages, but they’d run out by lunchtime.

Consumer 2. The company held a party on a river boat to launch their new campaign. It was absolutely fantastic. We also got a free sample and a T-shirt with the logo on as a gift at the end.

Consumer 3. These new boots were really expensive, but definitely worth it. I think the fact that they cost so much is what really makes them different from the rival brands.

Consumer 4. I've had this wallet for over 20 years, and it still looks good. The leather is very high quality and very strong, but still soft. The colour is as good now as when it was new.

Ex. 5. The sentences below represent a variety of views on international markets. Complete the sentences with the words:

companies, competition, environment, gap, opportunities, poverty, prices, standards, unemployment, workers.

International markets for labour, capital, goods and services:

- provide ... for people to work (study) abroad and improve their lives;
- increase ... and improve the choice of goods and services;
- create ... and lead to job losses in richer countries;
- reduce ... and increase wealth everywhere;
- exploit ... in poorer countries;
- widen the ... between rich and poor nations;
- mean lower costs and cheaper retail ... which benefit consumers;
- give large multinational ... and trading blocs too much power;
- lead to damage to the natural ..., local cultures and industries;
- promote higher ... of living, working conditions, technology, education, etc.

Ex. 6. Read and translate the text.

PUBLIC RELATIONS

Public relations is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public. A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

Objective of Public relations. The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, em-

ployees and other stakeholders, which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

Functions of Public relations. Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. They rather promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs.

The functions of public relations manager and public relations agencies include: anticipating, analyzing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them; writing and distributing press releases; speech writing; planning and executing special public outreach; writing content for the web (internal and external websites); developing a crisis public relations strategy; counseling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility; dealing with government and legislative agencies on behalf of the organization; handling investor relations. Public relations is vital to building your business, as it will help you to establish credibility, enhance your reputation and assist in growing sales. A public relations strategy needs to have a long-term view to achieve your business' objectives and develop meaningful relationships with target publics.

Ex. 7. Speak on the topic “Marketing. Promotion. Public Relations”.

UNIT VII. FOREIGN ECONOMIC AND LEGAL ACTIVITIES. FINANCING INTERNATIONAL TRADE

Ex. 1. Read and translate the text. Give the definition to the terms “Foreign economic activity” and “Legal activity”.

Foreign economic activity is a set of organizational, economic, industrial, operational and commercial functions oriented enterprises on the world market, taking into account the chosen foreign economic strategy, forms and methods of work in foreign markets.

Foreign economic activity is one of the most important factors in the development of the national economy. It is known, that the national market economy of a country can exist and can be viable only within and in relation with the market economies of other countries. Organizing and carrying out foreign economic activity is an area of major importance in the

creation of a new economic mechanism by which the country is performed in the global economy. World experience confirms that many countries have achieved a significant increase of socio-economic development, because of their “open” economy, which involves relatively free movement of goods, capital, technology, labor and knowledge.

The foreign economic activity is based on the following principles: incentives and mutual benefit; free enterprise; legal equality of all the subjects of the foreign economic activity, regardless of ownership; defending the interests of the subjects of the foreign economic activity.

Legal activity is a type of the state activity which is carried out for the purpose of right protection by specially authorized bodies by application of legal measures of influence in strict accordance with the law.

Ex. 2. Read and translate the text.

FINANCING INTERNATIONAL TRADE

Different countries have different monetary systems. Importers must be able to exchange their own money for the money of the country from which they are buying the goods. The exchanging one currency for another is called foreign exchange. Anyone who engages in foreign exchange actually is just purchasing one currency with another one through its exchange rate. Governments use two basic approaches to establish purchase prices for their money: fixed exchange rates and floating exchange rates.

A fixed rate of exchange can be illustrated through the use of a gold standard. With a gold standard, each nation defines the value of its currency in terms of a certain quantity of gold. A gold standard provides foreign exchange with predictability. People with dollars or francs or yens will know how much of their money they need to exchange for a given amount of another currency. With a gold standard there is a relatively balanced flow of goods and services between nations. Day-to-day exchanges of currency will handle the demand for and supply of each nation's currency. When there is an imbalance, with one nation experiencing a large trade deficit, that nation can restore the balance by selling a reserve of the other nation's currency for gold from that nation. It also can establish trade barriers to stem the flow of that nation's goods and services, and it can alter the domestic value of its money in order to decrease demand for imports through a lower national income.

A floating rate of exchange can be illustrated through the interaction of demand and supply. With a floating rate, the value of a currency is determined by the extent that other nations want to purchase it. A floating rate

automatically adjusts to market conditions. This means that it forces trading to remain in balance among nations. A floating rate system of currency exchange is not entirely predictable.

Ex. 3. Match the words on the left with the correct synonyms or definitions on the right.

To engage in – to make or become different;
value – the movement of tangible or intangible;
to restore – to use pressure or influence to get or to do smth;
to establish – to take part; busy oneself with smth.;
to alter – worth of something in terms of money or other goods for which it can be exchanged;
income – to make well or normal again;
to force – acting on each other;
floating – unchanging;
interaction – not fixed or settled; variable;
fixed – money received during a given period as salary, receipts from trade, interest from investments;
flow – to set up.

Ex. 4. Give Russian equivalents.

Floating exchange rate, to engage in, to force, monetary system, to purchase, fixed exchange rate, to define, predictable, to restore, the balance, to establish trade barriers, national income, on interaction of demand and supply, to adjust to market conditions.

Ex. 5. Give English equivalents.

Фиксированный валютный курс, плавающий валютный курс, денежная система, приспособляться, предсказуемый, стоимость, приобретать, восстанавливать, доход, заниматься, взаимодействие спроса и предложения.

Ex. 6. Complete the following sentences:

1. The exchange from one currency for another is called ...
2. A fixed exchange rate can be illustrated through ...
3. The price of one currency expressed in another currency is ...

4. A gold standard provides foreign exchange with ...
5. When one nation experiences a large trade deficit it can establish ...
6. A nation can alter the domestic value of its money in order to ...
7. A floating rate of exchange can be illustrated through ...
8. A floating rate of exchange automatically adjusts ...
9. With a floating rate, the value of a currency is determined by ...
10. A floating rate system of currency exchange is not ...

Ex. 7. Answer the following questions:

1. What is foreign exchange? 2. Which approaches do governments use to establish purchase prices for their money? 3. How do nations define the value of their currencies? 4. What policy alternatives would you recommend to lessen the trade deficit? 5. How can a floating rate of exchange be illustrated? 6. Is a floating rate system of currency exchange predictable or not? 7. Does a floating rate adjust to market conditions? What does it mean?

Ex. 8. Speak on “Foreign Economic and Legal Activities. Financing International Trade”.

UNIT VIII. BALANCE OF PAYMENTS

Ex. 1. Read and translate the text.

BALANCE OF PAYMENTS

Balance of payments is a record of the value of all economic transactions that one country has with other countries and international institutions during a certain period. It details total payments and receipts for international trade, services and loans for investment. These transactions are divided into two broad groups: a current account and a capital account.

The current account includes exports and imports, called visible trade; and services such as shipping, insurance, and tourism, plus dividends and interest payments, which are known as invisible trade. Private transfers of money, such as those made by workers abroad to their home country, and official transfers by governments for loan interest or payments to international institutions are usually also included. The capital account gives the value of long-term loans and investments by government and multinational companies. Purchases of bonds and other securities as well as of currencies, often as short-term investments, are also recorded in the capital account.

The balance on each account is reached by subtracting the payment from the receipts, giving either a surplus or a deficit. Where there is an overall deficit, the accounts must be adjusted to make them equal. This may involve the use of a country's foreign reserves or additional borrowing from abroad or financial institutions. Where the deficit is very large the International Monetary Fund (IMF) may insist that the government change

its financial policy as a condition for its loans. Not all deficits are bad, however, and not all surpluses are good. Each country's balance of payments performance has to be judged separately. When there is a balance of payments crisis, it usually means that the current account is in deficit. This is a serious problem in poor countries, which often borrow heavily and have difficulty paying the interest on the debt.

Changes in a country's balance of payments affect its exchange rate, the value of its currency compared with foreign currencies. Generally, if receipts exceed payments at a particular time, the country's currency will appreciate in relation to other currencies. If payments exceed receipts, the rate will depreciate in relation to foreign currencies.

Many major trading nations use a floating system of exchange rates. Such a system allows rates to vary continuously in response to changes in international receipts and payments. If a government wishes to moderate movement in its exchange rate, the country's central bank can buy or sell foreign currencies in exchange for its own money. This keeps the rate of exchange steady by using the forces of supply and demand. For example, selling a particular currency to the market will help push the value of that currency downward. Buying the currency will help push its value up. This system of buying or selling currency by central banks is often called managed floating. Within the European Economic Community, there is a managed floating system known as the European Monetary System which allows member countries' currencies to fluctuate against each other within agreed limits.

Ex. 2. Match the words on the left with the most appropriate definitions on the right.

Balance of payments – to hand over the possession of property to somebody else;

to appreciate – to regulate;

to transfer – an income statement for nation that represents the money value of all transactions between foreigners;

dividend – to become more expensive;

surplus – to move up and down, be irregular;

to depreciate – constant, unchanging;

to adjust – amount by which payments are more than receipts;

to judge – payment of a share of profit to shareholder in a business company;

deficit – amount of money that remains after needs have been supplied;

steady – to consider, to estimate;

to fluctuate – to become less expensive.

Ex. 3. Fill the gaps with the suitable words from the list below.

To fluctuate, affect, long-term loans, visible trade, economic transactions, receipts, interest payments, investments, dividends, a floating system, a managed floating system, exceed.

1. Balance of payments is a record of the value of all ... between countries and international institutions during a certain period.

2. The current account includes exports and imports, called ...

3. The current account includes ... and ..., which are known as invisible trade.

4. The capital account gives the value of and ... by government and multinational companies.

5. The balance of each account is reached by subtracting the payments from the ..., giving either a surplus or a deficit.

6. Changes in a country's balance of payments ... its exchange rate, the value of its currency compared with foreign currencies.

7. If receipts ... payments at a particular time, the country's currency will appreciate in relation to other currencies.

8. Many major trading nations use of exchange rates.

9. Within the European Economic Community, there is ... known as the European Monetary System.

10. The EMS allows member countries' currencies ... against each other within agreed limits.

Ex. 4. Complete the following sentences:

1. Balance of payments details total payments and receipts for ...

2. All economic transactions are divided into ...

3. The current account includes exports and imports, called ...

4. The current account usually also includes ...

5. The capital account gives the value of ...

6. The balance on each account is reached by ...

7. When there is a balance of payments crisis, it usually means ...

8. The country's currency will appreciate if ...

9. A floating system of exchange rates allows ...

Ex. 5. Translate from English into Russian.

To exceed, private transfer, surplus, to subtract, balance of payments, to adjust, current account, to appreciate, to fluctuate, capital ac-

count, receipt, long-term loans, visible trade, to depreciate, a managed floating system.

Ex. 6. Translate from Russian into English.

Платежный баланс, текущий банковский счет, счет основного капитала, уплата процентов, доход, частные переводы, избыток, дефицит текущих статей платежного баланса, превышать, повышать курс валюты, урегулировать, рассматривать, долгосрочная ссуда, функционирование, колебаться, устойчивый.

Ex. 7. Answer the following questions:

1. What is balance of payments? 2. What does balance of payments include? 3. Which groups are all economic transactions divided into? 4. What does the current account include? 5. Are private transfers and official transfers also included in the current account? 6. What are recorded in the capital account? 7. How is the balance on each account reached? 8. How do changes in a country's balance of payments affect its exchange rate? 9. Which system of exchange rates do many trading nations use? 10. How does a managed floating system influence the rate of exchange?

Ex. 8. Read and translate the text.

INVOICING AND PAYMENT TERMS

Businesses, regardless of the industry or size, require regular cash flow from their clients and the customer to pay their expenses, such as their employees' salaries and the utilities. That is why invoicing is a necessity. Additionally, payment terms can be used to help businesses receive payments on a predictable schedule. When you have this fixed payment schedule, you can easily create a budget and make financial forecasts so that you prevent any cash flow problems. In other words, the success of your business may depend on the invoice payment terms that you create when sending out invoices.

When thinking about your terms of payment, remember to always be polite, keep the terms short and clear, offer incentives for early payments, interest rates for late payments, and offer a variety of payment process options.

Remember, when you have clear, specific, and consistent payment terms you can increase the chances of getting your invoice paid-on-time.

Your invoice payment terms and conditions can impact the number of days it takes you to get paid. Without them, you aren't communicating when a payment is expected, as well as other conditions like your preferred payment method and any consequences of late payments.

This list explains many of the payment terms commonly used on invoices.

Invoice payment terms

PIA – payment in advance;

Net 7 – payment seven days after invoice date;

Net 10 – payment ten days after invoice date;

Net 30 – payment 30 days after invoice date;

Net 60 – payment 60 days after invoice date;

Net 90 – payment 90 days after invoice date;

EOM – end of month;

21 MFI – 21st of the month following invoice date;

COD – cash on delivery;

Cash account – account conducted on a cash basis, no credit;

Letter of credit – a documentary credit confirmed by a bank, often used for export;

Bill of exchange – a promise to pay at a later date, usually supported by a bank;

CND – cash next delivery;

CBS – cash before shipment;

CIA – cash in advance;

CWO – cash with order;

Contra – payment from the customer offset against the value of supplies purchased from the customer;

Stage payment – payment of agreed amounts at stage.

When creating your invoice payment terms, bear in mind that if you have clear, concise and consistent payment terms, it is more likely that your invoice will be paid in time and this will have a positive impact on your business cash flow.

Ex. 9. Speak on the topic “Balance of Payments”.

UNIT IX. IMPORT AND EXPORT

Ex. 1. Read and translate the text. Learn the new vocabulary.

An import and export transaction usually requires a lot of complicated documentation. Many different arrangements have to be made and this can be difficult when one firm is dealing with another firm on the other side of the world.

Many specialists may be involved, including:

- A shipping agent and a freight forwarder (forwarding agent) who takes responsibility for the documentation and arranges for the goods to be shipped by air, sea, rail or road. These services may also be carried out by the suppliers own export department, if they have the expertise.
- Airlines, shipping lines, railways or road haulage firms to transport the goods.
- Both the importer's and exporter's bank will be involved in arranging payments if a letter of credit or bill of exchange is used.
- Customs officers, who may examine the goods, check import or export licenses and charge duty and/or VAT.
- The manufacturer or a Chamber of Commerce to issue a Certificate of Origin, if it required by the importer's country.
- An insurance company or insurance broker to ensure goods in transit.
- An export credit insurance company.
- A lawyer if a special contract has to be drawn up.

Different documents may be needed, for example: Bill of Loading, Sea Waybill, Air Waybill, Shipping Note, and Certificate of Insurance. Many of these documents can be replaced with computerized procedures.

Many import or export deals are arranged through an exporter's agent or distributor abroad in this case the importer buys from a company in his own country and this company imports the goods. Alternatively, the deal may be arrange through an importer's buying agent or a buying house acting for the importer, or exporter house based in the exporter's country. In this situation, the exporter sells directly to a company in his own country, who will then export the goods.

Prices for the exporters may be quoted in the buyer's currency, the seller's currency or in a third "hard" currency. The price quoted always indicates the terms of delivery, which conform to the international standard Incoterms. The terms of delivery that are most common depend on the kind of goods being traded and the countries between which the trade is talking place.

Incoterms

CFR – The price includes *Cost and Freight*, but not insurance, to a named port of destinations in the buyer's country.

CIF – This price covers *Cost, Insurance and Freight* to a named part of destination in the buyer's country.

CPT – The cost and transportation of the goods, *Carriage Paid* to a named destination in the buyer's country.

CIP – The cost and transportation of the goods, *Carriage and Insurance Paid*, to a named destination in the buyer's company.

EXW – This price is the *Ex-Works* cost of the goods. The buyer arranges collection from the supplier and pays for freight carriage and insurance.

DAF – The cost, insurance transportation of the goods *Delivered At Frontier*.

FAS – This price includes all costs to a named port of shipment *Free Alongside Ship*. The buyers pays for loading, onward shipment and insurance.

FOB – This price includes all costs *Free on Board* a ship whose destination is started in the contract. The buyer pays for onward shipment and insurance.

Methods of payment may be on a cash with order basic (or cash deposit with order), on open account (as in most domestic trade, where the buyer pays the supplier soon after receiving the goods), by irrevocable letter of credit or by bill of exchange. Exporters and importers often prefer the security of payment by confirmed irrevocable letter of credit when dealing with unknown firms in distant countries.

Trade between countries within a free trade area and within the European Union (EU) is simpler, and many firms pay for goods by cheque and use their own transport to deliver goods across frontiers. No special customs documentations is required for trade between firms in different parts of the EU, but VAT rates vary from country to country.

Active Vocabulary

Freight forwarder – экспедиционное агентство, организующее перевозку партий грузов.

Freight agent – агент по фрахтовым операциям, фрахтовый агент.

Haulage – перевозка.

Road haulage – автодорожная грузовая перевозка.

Shipping line – судоходная линия.

Letter of credit – аккредитив.

Bill of exchange – (переводный) вексель.

Vat (value-added tax) – налог на добавленную стоимость.

Chamber of commerce – торговая палата.

Certificate of origin – свидетельство о происхождении груза.

Goods in transit – товары в пути, транзитные пути.

Bill of lading – коносамент, транспортная накладная.

Waybill – дорожный лист.

Distributor – оптовый торговец.

Incoterms (International Commercial Terms) – принятые в международной практике определения коммерческих терминов, наиболее часто встречающихся во внешнеторговых контрактах.

CPT (Carriage Paid) – провоз оплачен.

Ex-Ship – франко-струп судно, с судна.

Ex-Quay – франко-набережная.

Free Alongside Ship – франко у борта судна.

F.o.b. (free on board) – франко-борт.

C.W.O. (cash with order) – наличный расчет при выдаче заказа.

Irrevocable confirmed letter of credit – безотзывной подтвержденный аккредитив.

Ex. 2. Fill the gaps with suitable words from the list below.

Licenses, freight forwarder, complicated documentation, letter of credit, value-added tax, bill of exchange, Certificate of Origin, terms of delivery.

1. An export import transactions requires a lot of ...

2. A ... takes responsibility for the documentation and for shipment of the goods by air, sea, or road.

3. The importer's and exporter's banks will be involved in arranging payments if a ... or ... is used.

4. Customs officers examine the goods, check import or export ... and charge duty or ...

5. The manufacturer or a Chamber of Commerce issues a ... if this is required by the importer's country.

6. The price quoted always indicates the ..., which conform to the international standard Incoterms.

Ex. 3. Fill the gaps in these sentences.

1. Ex-works: this price is the cost for the goods at the supplier's factory gate. The pays for freight carriage and insurance.

2. FAS Liverpool: this price includes all costs to a named port of shipment F... A... S... . The buyer pays for loading, onward shipment and insurance.

3. FOB Felixtowe: this price includes all costs of the goods F... O... B... a ship whose destination is stated in the contract.

4. CFR Kobe: this price covers C... and F..., but not insurance, to a named port of destination in the buyer's country.

5. CIF Athens: this price covers C..., I... and F... to a named port of destination in the buyer's country.

6. CIP: this price is the cost of the goods, freight C..., and I... P... to a named destination in the buyer's country.

Ex. 4. First study the meaning of the words and word-combinations given below then, fill the gaps with suitable words from that list.

Backlog, bill of exchange, bill of lading, bulky, cash of delivery, cash with order, crates, deadline, grade, hold up, inventory (US)/stock (GB), margin, point of sale, premium, retail, special delivery, surcharge, tender, triplicate, value added tax, volume, wholesale.

1. The profits made on a product vary according to the ... of sales and there is not normally a fixed profit ... on the unit price.

2. If you buy something by mail order it's normal to pay CWO (...), rather than COD (...).

3. The ... price of this product at the ... (i.e. in the shops) is £ 13.99, incl. VAT (...) – about 60% more than the ... price.

4. As we have been carrying out a(n) ... control, there is a ... in processing orders. We apologize for any inconvenience caused by this ...

5. As part of the consignment is very urgent, we'll be making a of two of the twenty ... you have ordered.

6. We only supply ... one products of ... quality. Very ... consignments are shipped by sea. There is no ... for small orders.

7. The submitted a ... in ..., accordance with our instructions, but arrived after the ...

Ex. 5. Give Russian equivalents.

Chamber of Commerce, freight forwarder, letter of credit, value added tax, road haulage, bill of exchange, certificate of origin, bill of lading, distributor, International Commercial Terms, cash with order, cash on delivery, dead line, profit margin on the unit price, surcharge, retail, backlog, wholesale, irrevocable confirmed letter of credit.

Ex. 6. Answer the following questions:

1. Which specialist may be involved in an import and export transactions?
2. What does a freight forwarder take responsibility for?
3. What is the role (function) of customs officers?
4. Which documents may be needed?
5. What are many import and export deals arranged through?
6. How many prices be quoted?
7. Does the price quoted indicate the terms of delivery?
8. What do the most common terms of delivery depend on?
9. What methods of payment do you know?
10. Why is trade between countries within a free trade area and within the EU simpler?

Ex. 7. Speak on the topic “Import and Export”.

UNIT X. TRADE BARRIERS

Ex. 1. Read and translate the text. Learn the new vocabulary.

Government trade policies influence the volume of trade between nations. In domestic trade goods may move freely from one part of a nation to another. In international trade, governments often place artificial barriers against the free movement of goods from one country to another. One such barrier is the tariff.

Tariff is a tax placed on goods that one nation imports from another. Many nations use tariffs to protect their industries from foreign competition. Tariffs provide protection by acting to raise the price of imported goods. Tariffs encourage domestic firms to increase their production, and consumers are forced to pay higher prices for the protected goods. Tariffs on exports are sometimes used in some countries to raise revenue. A nation may also use tariffs to influence, or protest against political or economic policies of other countries.

Nations set their tariff rates in various ways. They may have commercial treaties that include a most-favoured-nation (MFN) clause. Under an MFN clause, each nation's lowest regular tariff rates apply to all countries that sign the treaty. Preferential tariffs, which are lower than MFN tariffs, may be applied to favour imports from less developed countries. Nations that form a customs union eliminate tariffs on trade among themselves.

These nations also have a common set on tariffs that cover their trade with nonmember countries. A common market has the same tariff policies as a customs union but provides for greater economic cooperation among its member. Nations that form a free trade area have no tariffs among themselves, but each member may set its own tariffs on goods produced by nonmembers.

Tariffs may be classified according to their purpose. Tariffs levied to restrict imports are called protective tariffs. Those levied to increase government revenue are known as revenue tariffs. Many governments used revenue tariffs in the past. But today these tariffs are seldom used, because income taxes and sales taxes have become the main sources of government revenue. Protective tariffs are used more often.

Tariffs may also be classified according to the way in which they are levied. Specific tariffs are calculated according to a product's weight or volume. Most specific tariffs are levied against such raw materials as iron ore and rubber and such food products as sugar, wheat, and wine. Ad valorem tariffs are levied as a percentage of the value of a product.

Another trade barrier, the quota, limits the quantity of imports allowed. It generally requires an importer to get permit before bringing goods into the country. These methods of eliminating a foreign challenge to domestically produced goods can be equally effective. For example, if automakers felt that too many Japanese and West German cars were being sold, they could request import quotas. Customs authorities might be told to use more stringent quality and licensing criteria to slow the entry of imported goods.

Hoping to support peace and development, at the end of World War II, the General Agreement on Tariffs and Trade (GATT) was created. The purpose of GATT was to serve as a forum for encouraging free trade, solving trade disputes, and establishing rules for international commerce. As a world forum, through GATT the developed and developing nations gather. Under GATT rules, all contracting nations can expect to receive most-favoured-nation (MFN) treatment. This means that any trade concession granted by a GATT member to any other nation must also be granted to all GATT nations.

Active Vocabulary

Tax – налог.

To raise – повышать.

To encourage – стимулировать.

Revenue – доход.

To influence – оказывать влияние.

Treaty – договор.

Commercial treaty – торговый договор.

Most favoured-nation tariff – тариф на основе наибольшего благоприятствования.

Most favoured-nation clause – оговорка о наибольшем благоприятствовании.

To apply – применять.

To sign – подписывать.

Preferential tariff – преимущественный тариф.

Custom union – Таможенный союз.

To eliminate – исключать.

Protective tariff – протекционистский тариф.

Revenue tariff – фискальный тариф.

Specific tariff – специфический тариф.

Ad valorem tariff – лат. стоимостный тариф.

Challenge – сложная задача, проблема.

Domestically produced – отечественного производства.

Stringent – строгий.

Treatment – режим.

Concession – уступка, скидка (в цене).

To grant – предоставлять.

To levy – взимать.

Ex. 2. Fill the gaps with the suitable words from the list below.

To protest, preferential tariff, artificial barriers, encourage, government revenue, free trade, area, specific tariffs, GAAT, ad valorem tariffs, the quota.

1. In international trade governments place ... against the free movement of goods from one country to another. 2. Many nations use tariffs ... their industries from foreign competition. 3. Tariffs ... domestic firms to increase their production. 4. ... may be applied to favour imports from less developed countries. 5. Nations that form a ... have no tariffs among themselves. 6. Tariffs levied to increase ... are known as revenue tariffs. 7. ... are calculated according to a product's weight or volume. 8. Another trade barrier ... limits the quantity of imports allowed. 9. To support peace and development, at the end of World War II, the ... was created. 10. ... are levied as a percentage of the value of a product.

Ex. 3. Complete the following sentences and translate them into Russian.

1. Government trade policies influence ...
2. Tariffs on export are used in some countries to ...
3. Nations may have commercial treaties that include ...
4. Nations that form a customs union eliminate ...
5. Tariffs levied to restrict imports are called ...
6. Revenue tariffs are seldom used today because ...
7. Specific tariffs are calculated according to ...
8. Another trade barrier, the quota, limits ...
9. The purpose of GATT was to serve as a forum for ...
10. Under GATT rules, all contracting nations can expect to receive ...

Ex. 4. Translate from English into Russian.

To eliminate, revenue tariff, domestically produced, commercial treaty, to encourage, most-favoured-nation clause, revenue, preferential tariff, to grant concession, ad valorem tariff, protective tariff, treatment.

Ex. 5. Translate from Russian into English.

Торговый договор, тариф на основе наибольшего благоприятствования, облагать налогом, преимущественный тариф, Таможенный союз, стимулировать, протекционистский тариф, стоимостный тариф, фискальный тариф, режим наибольшего благоприятствования, специфический тариф, уступка, исключать, предоставлять скидку.

Ex. 6. Answer the following questions:

1. What influence the volume of trade between nations?
2. Why do governments place artificial barriers in international trade?
3. On what purposes do many nations use tariffs?
4. In which ways do nations set their tariff rates?
5. What nations eliminate tariffs on trade among themselves?
6. How can you classified tariffs according to their purpose?
7. How are specific tariffs and ad valorem tariffs distinguished?
8. What is import quota?
9. What was created at the end of World War II?
10. What was the purpose of GATT?

Ex. 7. Speak on the topic "Trade Barriers".

UNIT XI. INCOME. SOURCES OF INCOME

Ex. 1. Read and translate the text. Learn the new vocabulary.

Income is a term in economics that generally is defined in terms of consumption and wealth. Income is the total value of goods and services a person can buy during a certain period with no loss of wealth. Wealth consists of such assets as investments and property. Income includes interest and other returns from the lending of wealth, but income is not wealth.

Income is received in the form of money or as items called imputed income. Such items include free room and board, and food grown at home. In the economy of a small community or of an entire nation, one person's consumption creates another's income. When a consumer buys a certain amount of goods or services, the producer receives that amount of income. The producer, in turn, may use this money for other purchases, thus providing someone else with income.

Economists classify income in various ways. For example, personal income is the total income received in a nation during a certain period, except for the income of corporations. It includes the income of individuals, non-profit – making institutions, and unincorporated businesses.

Business income is the income received during a specific period by the corporations in a country. National income is the total of all income in a nation during a set period. It is calculated by subtracting the cost of depreciation (the reduction in the value of equipment over time) and certain business taxes from gross national product (GNP). The GNP is the total value of goods and services the produced in a nation in a specified period.

Economists sometimes measure income by comparing gross income to net income and money income to real income. Gross income is income before taxes and other expenses have been deducted. Net income is what remains after deducting all such expenses. Money income is the value of an income in a nation's currency. Real income measures purchasing power, the amount of goods and services that can be bought with a specific money income. Real income changes according to changes in money income or in the prices of goods and services or both. If, during a period of inflation, prices rise faster than money income, real income decreases and a given amount of money buys fewer items.

Active Vocabulary

Consumption – потребление.

Imputed income – доход в неденежной форме.

Personal income – личный доход.

Unincorporated business – неакционерная фирма.

Non-profit-making institution – бесприбыльная некоммерческая организация.

Business income – коммерческий доход.

National income – национальный доход.

Depreciation costs – амортизационные расходы.

Business tax – налог на предпринимателя.

Gross national product (GNP) – валовой национальный продукт.

Gross income – валовой доход.

Net income – чистый доход.

Real income – реальный доход.

To deduct – вычитать.

Purchasing power – покупательная способность.

Ex. 2. Give Russian equivalents.

Gross income, purchasing power, business income, personal income, non-profit-making institutions, the total value, interest, entire nation, net income, depreciation, gross national product, consumption, investment, to deduct, to lend, expenses, gross income, property, unincorporated business, business tax, imputed income.

Ex. 3. Give English equivalents.

Суммарная стоимость, личный доход, процент, чистый доход, вложение капитала, собственность, имущество, давать займы, валовой национальный продукт, покупательная способность, вклад, удержание, валовой доход, издержки, потребление, коммерческий доход, налог на предпринимателя, неакционерная фирма.

Ex. 4. Complete the following sentences:

1. Income is defined in terms of ...
2. Wealth consists of such assets as ...
3. Impudent income includes such items as ...
4. Personal income includes the income of ...
5. Business income is the income received ...
6. The total value of goods or services produced in a nation's economy in a given year is ...
7. Income sometimes is measured by comparing ...
8. Gross income is income before taxes and other expenses ...

9. Net income is money that remains after ...
10. Money income is the value of ...
11. Real income measures ...
12. Real income changes according to ...
13. Economists sometimes measure income by comparing ...

Ex. 5. Answer the following questions:

1. How is income defined in economics?
2. What does wealth consist of?
3. What form is income received in?
4. How does one person's consumption create another's income?
5. How do economists classify income?
6. What does personal income include?
7. What is business income?
8. What is national income calculated by?
9. How do economists sometimes measure income?
10. What is the differences between gross income and net income?
11. What does real income measure?
12. How does real income change?
13. What is the gross national product?

Ex. 6. Read and translate the text.

SOURCES OF INCOME AND ITS DISTRIBUTION

Economists divided income sources into two categories based on earned income and unearned income.

Sources of earned income consist chiefly of wages and salaries. Earned income is received in return for labour. Wages are generally paid according to the number of hours worked or the amount of labour produced. Salaries are payments that remain fixed for a certain period, such as a year.

Sources of unearned income include interest, profits, and rent. Unearned income is received in return for the use of resources other than labour. Interest is a payment to lenders for the use of their money. Banks and other financial institutions pay interest on saving accounts, and companies and governments pay interest on bonds. Profit is the income received by a business after all costs of production have been paid. Rent is payment received for the use of buildings or other property. Other sources of unearned income include gifts, inheritances, and certain transfer payments.

Transfer payments involve no production of goods or services. They include unemployment benefits, social security payments, and grants.

Distribution of income. In general, personal income is distributed less equally in the poorer nations than in the wealthier ones. The distribution of total personal income among all the nations is extremely unequal. In many countries, the government redistributes income to lower-income groups and the elderly through transfer payments financed by taxes on people with higher incomes. Government makes transfer payments in such forms as cash, food tokens, and free or inexpensive medical services.

Inflation also affects the distribution of income, especially among people who live on fixed incomes from pensions, welfare payments, or other sources. When prices rise, these people cannot buy as much as before. When wages rise, fixed incomes make up a smaller proportion of the national income.

Uses of personal income. People use personal income to buy goods and services, to pay taxes – mainly income taxes – and to make investments. Most higher-income people pay a larger share of their income in taxes.

Income that remains after all taxes and government fees have been paid is called disposable income. Most people in the wealthier nations spend about 90% of their disposable income on goods and services, including three basic needs – food, clothing, and shelter. Income left after paying for these basic needs is called discretionary income. People spend their discretionary income on such items as entertainment and education. As income rise, consumption and investment both increase. People with higher incomes have larger discretionary incomes, and so invest a larger part of them than do those with lower incomes.

Income growth provides higher living standards for many people through increased production and consumption. But it also has harmful effects. In many cases, for example, the growth of income through industry has polluted the environment, destroyed natural beauty, and threatened life.

Ex. 7. Give Russian equivalents.

Transfer payments, earned income, salary, unearned income, interest, saving accounts, bond, rent, inheritance, to involve, grant, distribution, to affect, to effect, disposable income, discretionary income, fee, cash.

Ex. 8. Give English definitions to the following terms.

Долговое обязательство, субсидия, наличные деньги, гонорар, оклад, свободный доход, дискреционный доход, арендная плата, трансфертные платежи.

Ex. 9. Answer the following questions:

1. Which categories do economists divide income resources into?
2. What do sources of earned income consist of?
3. Are wages generally paid according to the number of hours worked or not?
4. What do unearned income sources include?
5. What do financial institutions and governments pay interest on?
6. What other sources of unearned income do you know?
7. Do transfer payments involve production of goods or services?
8. How does the government redistribute income?
9. In which forms do governments make transfer payments?
10. On what do people spend their disposable income and discretionary income?

Ex. 10. Speak on the topic “Income. Sources of Income”.

UNIT XII. COMMERCIAL SERVICES SUPPLY

Ex. 1. Read and translate the text. Say what unique characteristics services have.

When we talk about “trade” in services, it is not just trade in the conventional sense – where a product is produced in one country and sold to consumers in another country – but we mean the whole range of international transactions, including foreign investment and international movement of people, as consumers or providers of services.

Thus, “trade” in services encompasses: cross border trade in road and air transport; consumption by foreigners of tourism services; foreign direct investment in banking, communication, and distribution; and the temporary migration of doctors, teachers, and construction workers.

Services have unique characteristics that affect their tradability. Typical characteristics include:

- Intangibility – international transactions in services are often difficult to monitor, measure and tax.
- Non storability – production and consumption often must occur at the same place and time.
- Differentiation – services are often tailored to the needs of customers.
- Joint production – with customers having to participate in the production process.

In contrast to goods, services supply inputs to virtually every economic activity (multi-functional). Producer services such as transport, telecommunications, financial services, distribution, business and professional services are essential to the entire operation of an economy. Services also enable economic linkages and networks to operate both nationally and internationally.

Ex. 2. Read and translate the text.

BANKING SERVICES

Banking system is a group of institutions that offer financial services within a country. Banks are those financial institutions that offer a wide range of services, especially credits, savings, and payment services, and perform different financial functions of any business firm.

The members of the banking system and the functions they typically perform include national or central banks that issue currency and set monetary policy; commercial banks that take deposits and make loans; investment banks which specialize in capital market issues and trading.

The main banking services:

- Current account services. A current account is a personal bank account which you can take money out of at any time using your cheque book or cash card. Current account services are extended to anyone whom banks regard as reliable. A new depositor should be recommended by his employer or should present a reference. If this proves satisfactory the bank will accept a deposit from him which will be entered in his current account. Money are paid into and paid out off the account as often as the customer finds convenient.

- Deposit account services. A deposit account is a type of bank account that pays interest and is usually not able to be drawn on without notice or loss of interest. Companies and individuals can deposit cash resources that are not needed at present. They can withdraw the money either any day they need it or after a certain period in case of time deposits.

- Savings account services. A savings account is a type of bank account that enables to save money and earn interest on it at the same time. People use savings accounts to invest their money for short periods of time. The funds can be withdrawn quickly and easily when needed by the customer.

Ex. 3. Read and translate the text. Do the tasks afterwards.

NON-BANK FINANCIAL INSTITUTIONS

Non-bank financial companies (NBFCs) are financial institutions that provide banking and financial services but do not hold a banking license. They are also called “near-banks”. These institutions are not allowed to take deposits from the public. All operations of these institutions are still covered under banking regulations.

Services provided. NBFCs offer most sorts of banking services, such as loans and credit facilities, private education funding, retirement planning, trading in money markets, underwriting stocks and shares, money transfer services, and other obligations. These institutions also provide wealth management, discounting services. Non-bank institutions also support investments in property and prepare feasibility, market or industry studies for companies.

Types of non-banking financial institutions. Depending upon their nature of activities, non-banking finance companies can be classified into the following categories: Development Finance Institutions, Savings & Loan Associations, Insurance Companies, Stock Exchanges/Financial Markets.

The other financial intermediaries include leasing companies, factoring companies, investment banks, brokerage firms, mortgage companies, trust companies.

Development finance institutions (DFI) play a crucial role in providing credit in the form of higher risk loans, equity positions and risk guarantee instruments to private sector investments.

Savings and loan associations (S & L), or thrift institutions, are financial institutions that specialize in accepting savings deposits and making mortgage and other loans. They are often mutually held, meaning that the depositors and borrowers are members with voting rights.

Insurance Companies are corporate entities that insure people against loss. The client pays a fee, known as a premium, in exchange for the promise of the company to protect the client financially in the event of certain potential misfortunes. The different types of insurance include life, vehicle, health, liability and homeowners.

Task 1. Give Russian equivalents to the following English word combinations:

to provide banking and financial services, to hold a banking license, to take deposits from the public, to be covered under banking regulations,

to offer loans and credit facilities, to offer education funding, to provide retirement planning, to provide trading in money markets, to offer underwriting stocks and shares, to provide wealth management, to support investments in property, to prepare feasibility studies, to prepare market studies.

Task 2. Answer the following questions:

1. What kind of financial institutions are the non-bank financial companies?
2. Do they hold a banking license?
3. Are these institutions covered under banking regulations?
4. What sorts of banking services do these institutions offer?
5. What other services do they provide?
6. What services do they also support?
7. What are the main types of non-banking financial institutions?
8. What other financial intermediaries do you know?

Ex. 4. Read and translate the texts.

Text I. Financial Markets.

A financial market is a market in which people trade financial securities and commodities at low transaction cost and at prices that reflect supply and demand. Securities include stocks and bonds, and commodities include precious metals, industrial or agricultural products. The term “market” is sometimes used for what is called exchanges, organizations that facilitate the trade in financial securities, e.g., a stock exchange or commodity exchange. Types of financial markets:

- Capital markets which consist of Stock markets and Bond markets.
- Foreign exchange markets.
- Commodity markets.
- Money markets.
- Futures markets.
- Insurance markets.

A stock exchange or bourse is a market where stock brokers and traders can buy or sell stocks (also called shares), bonds, and other securities. To be able to trade a security on a certain stock exchange, it must be listed there. Stock exchanges are part of a global securities market. It should act as a place for safe and profitable investment. Major stock exchanges are New York Stock Exchange, NASDAQ Stock Exchange (American Stock

Exchange), London Stock Exchange, Tokyo Stock Exchange, Shanghai Stock Exchange, etc.

A commodity exchange – also called Futures Market, or Futures Exchange, is an organized market where futures contracts are traded. A futures contract represents a binding agreement to buy a commodity at a specified price on a specified future date. There are two basic types of traders in a futures market: hedgers and speculators.

Hedging is the process whereby a dealer or investor will seek to gain some protection against the possible loss of their investment. Hedgers seek to avoid or minimize the financial risks associated with their current commercial activity by taking out an insurance policy in the shape of a futures contract. The speculator, in the expectation of making a profit, seeks risk by committing his funds to back his own view of higher or lower prices or interest rates.

Text II. Leasing, Factoring and Trust Companies.

A leasing company provides physical assets or services for use by a commercial client or individual for an established period of time in return for regular payments, known as financial leasing. A lessee is the receiver of the assets or services under the lease contract. A lessor is the owner of the assets or provider of services.

Leasing assets include passenger vehicles, light duty trucks, furniture, office equipment, appliances, and heavy equipment, such as large machines, industrial equipment, ships, and airplanes. In some cases, a leasing company is responsible for installing and operating the asset, which is known as operational leasing.

Factoring is a transaction in which a business sells its accounts receivable or invoices to a third party, also known as a “factor”.

This is done so that the business can receive cash quickly. Many factoring companies provide cash on your accounts receivable within 24 hours. Factoring companies provide a quick boost to your cash flow, and may also evaluate your customers’ credit and payment history. Factoring provides a steady flow of funds, assist with the credit and collection functions, which help improve your company balance sheet. Companies of all sizes use factoring. Factoring is an excellent financing tool for start-up companies because it does not require a balance sheet or company credit history.

A trust company is a financial organization that specializes in providing services as a trustee, fiduciary, or agent for individuals and companies. Fiduciary is used to talk about things which relate to a trust, or to the people who are in charge of a trust.

Trust companies typically provide transfer agents to administer funds and manage investments. The trust company oversees the management of any assets a grantor encompasses in the trust arrangement. Trust companies are regulated by the government and often provide banking services.

Task I. Answer the following questions:

1. What does a leasing company provide?
2. What does the term “lessee” mean?
3. How is the owner of the assets or provider of services also called?
4. What do leasing assets include?
5. What is operational leasing?
6. What does the term “factoring” mean?
7. What do factoring companies provide?
8. What role does factoring play for start-up companies?
9. What kind of a financial organization is a trust company?
10. What does fiduciary relate to?
11. What does the trust company oversee?

Text III. Electronic payment system. E-money. Payment cards.

An electronic payment system facilitates the acceptance of electronic payment for online transactions. E-commerce payment systems have become increasingly popular due to the widespread use of the internet-based shopping and banking.

Electronic payment has revolutionized the business processing by reducing paper work, transaction costs, and labour cost. Electronic money is a digital equivalent of cash, stored on an electronic device.

Some forms of payment (e-wallet or digital wallet), have emerged and even claimed market leadership: Net banking, PayPal, e-Cash, WebMoney, Google Wallet, Amazon Payments, Dwolla, Bitcoin, and others.

A payment card is a device that enables its owner (the cardholder) to make a payment by electronic funds transfer. Over the years, payment cards have become one of the most common forms of payment for e-commerce transactions.

There are a number of different kinds of bank cards a person may use in the course of their financial life:

- ATM (automated teller machine) cards;
- debit cards;
- credit cards;
- prepaid debits cards.

Ex. 5. Read the text paying special attention to the new words and set phrases.

Bank is an organization that holds money, important documents and other valuables in safe keeping, and lends money at interest. It may also arrange mortgages and insurance, and be involved in a number of financial trading activities.

Quintrop, one of Northland's leading banks is to begin exporting computerized banking systems to the USA, Europe and the Far East. The bank, which is well-known for being at the forefront of electronic banking, is confident that there is a world-wide market for its state-of-the-arts solutions to the rapidly changing needs of international banking. "What we intend to do", says Managing Director John Seddon, "is to make available the bank of tomorrow, that is a one-location bank which can meet all banking needs, business and retail, on the spot, by means of banking know-how combined with advanced computer technology". Quintrop's rise to electronic market leadership began in 1985, when it established a subsidiary company, Quintrop Computer Services, for the sole purpose of selecting hardware, developing sophisticated software applications and building a comprehensive on-line network for the bank. All the bank's 260 domestic branches have been connected to the network since 1989, shortly after which the key branches abroad in London, Hong Kong and Bermuda went on-line. The bank's other international branches in 21 countries were linked to the network in 1990. More than 2,000 AJS/500 terminals have been installed in the network, with control and data being concentrated at the host side.

Among the real-time software packages which the bank has designed and operated, and which it now intends to market, is the Sylvia system. This integrates a dealing function, global interbank telex and telecommunications system, a branch system including management, clerical and teller functions and an ATM function. A notable application module in the Sylvia system is the dealing room package, which aids dealer performance by providing currency positions and other real-time data such as cash flow management and automatic confirmation of deals. A portfolio and trust management system is also available, which includes a securities facility-providing an on-line real-time connection to the stock-exchange. Purchases can be made via a terminal, and the whole operation is paperless. A feature, which Quintrop is developing as part of its concept of tomorrow's bank, is a display service whereby corporate customers will be able to interface personal computers directly with the bank's network by means of the telephone line and a modem. The up-to-the-minute information thus

available will include direct linking facilities via the modem to domestic and foreign exchanges. The bank's priority investments in electronic banking have produced what Seddon describes as "advanced equipment and systems, which have facilitated increased administrative control, rationalization of clerical duties, and expanded information gathering capabilities, all of which means quicker, more reliable, and increased customer services".

Ex. 6. Read and translate the text.

TOURISM AND TRAVEL-RELATED SERVICES

Nearly all WTO members emphasize the importance of tourism, especially in terms of its contribution to employment and generating foreign exchange. Typically one of the most dynamic economic sectors, tourism-related services are labour-intensive, with numerous links to other major segments of the economy.

Tourism and travel-related services include services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services.

One of the most crucial aspects of international tourism is the cross-border movement of consumers. This permits even unskilled workers in remote areas to become services exporters – for instance, by selling craft items, performing in cultural shows, or working in a tourism lodge.

Tourism is an economic and social phenomenon. Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world . Modern tourism is closely linked to development and encompasses growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress. Today, the business volume of tourism equals or even surpasses that of oil exports , food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries . This growth goes hand in hand with an increasing diversification and competition among destinations . This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors – from construction to agriculture or telecommunications. The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offered.

Current developments and forecasts:

- International tourist arrivals grew by 7% in 2017 to 1,323 million.
- In 2017, international tourism generated \$ 1.6 trillion in export earnings.

• UNWTO (United Nations World Tourism Organization) forecasts a growth in international tourist arrivals of between 4% and 5% in 2018.

- By 2030, UNWTO forecasts international tourist arrivals to reach 1.8 billion (UNWTO Tourism Towards 2030).

Ex. 7. Hold a round table discussion “Commercial Services Supply”. Use additional information resources if necessary. Discuss the problem with regard to the following.

Trade in Services. Banking Services. Non-Bank Financial Institutions. Financial Markets. Electronic Payment System. Tourism and Travel-Related Services.

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