ЧЕРНІВЕЦЬКИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ ІНСТИТУТ
ДЕРЖАВНОГО ТОРГОВЕЛЬНО-ЕКОНОМІЧНОГО УНІВЕРСИТЕТУ
СИСТЕМА УПРАВЛІННЯ ЯКІСТЮ
Кафедра менеджменту, маркетингу і міжнародної логістики
ЧТЕІ ДТЕУ

БУРБАК О.Ф., ГІЛЬДЕБРАНТ К.Й., МАКСИМ'ЮК Н.В.

Англійська мова за професійним спрямуванням

ENGLISH FOR SPECIFIC PURPOSES

НАВЧАЛЬНИЙ ПОСІБНИК

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Система забезпечення якості освітньої діяльності та якості вищої освіти
Сертифікована на відповідність ДСТУ ISO 9001:2015
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Навчальний посібник містить 28 розділів, спрямованих на ґрунтовне засвоєння англійської мови за професійним спрямуванням у сферах економіки та бізнесу і призначений для студентів економічних спеціальностей закладів вищої освіти.

Метою посібника є забезпечення цілісного послідовного вивчення фахової лексики та термінології, розвиток комунікативних навичок у сфері професійного спілкування, вдосконалення граматичної компетентності, набуття навичок та вмінь роботи з фаховою літературою.

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ЗМІСТ

ПЕРЕДМОВА

З розвитком процесів глобалізації, розширенням сфери міжнародного спілкування, інтенсифікацією міжкультурних обмінів, постійною активізацією ділових стосунків із закордонними партнерами, знання іноземних мов на початку XXI століття є життєвою необхідністю для фахівця у будь-якій галузі. Якісне володіння іноземними мовами є необхідною умовою для входження у відкритий інформаційний простір, для спілкування та полегшення процесу соціологізації, особливо за умов безперервного зростання й поглиблення міжнародного співробітництва в сучасному світі.

Навчальний посібник English for Specific Purposes (Англійська мова за професійним спрямуванням) призначений для студентів економічних спеціальностей закладів вищої освіти і спрямований на ґрунтовне засвоєння англійської мови за професійним спрямуванням у сферах економіки та бізнесу.

Метою посібника є забезпечення цілісного послідовного вивчення фахової лексики та термінології, розвиток комунікативних навичок у сфері професійного спілкування, вдосконалення граматичної компетентності, набуття навичок та вмінь роботи з фаховою літературою.

Посібник містить 28 розділів, які охоплюють широке коло тем фахового спілкування сфери економіки і бізнесу, та довідник з граматики.

Структура розділів посібника уніфікована. Кожен розділ містить текст з супроводжуючим тематичним словником та післятекстові завдання лексичного, комунікативного і граматичного характеру, спрямовані на ознайомлення студентів з основними економічними поняттями та термінами, активне засвоєння фахової лексики, формування й вдосконалення професійної комунікативної компетентності англійською мовою. Матеріал розділів пов’язаний за тематикою.

Граматичні підтеми охоплюють основні розділи граматики англійської мови та супроводжуються вправами, розробленими за принципами комунікативної граматики. Граматичний довідник подано у вигляді таблиць з коментарями, в яких в доступній та наглядній формі викладено основні граматичні теми, що розглядаються в навчальному посібнику.

UNIT 1
WHAT IS ECONOMICS?

Grammar: The Plural of Nouns / Possessive Case / Classes of Pronouns / Degrees of Comparison of Adjectives

Assignment 1. ***Read and learn the following words and word combinations:***

economy – економіка, система господарювання; **economic** – економічний;
economics – економіка (наука, навчальна дисципліна); **microeconomics** –мікроекономіка, **macroeconomics** – макроекономіка;
resource – ресурс; **human and material resources** – людські та матеріальні ресурси;
to manage – керувати, управляти;
household – домашнє господарство; сім'я;
to deal (with) – мати справу (з чимось), стосуватись;
rational use – раціональне використання;
scarcity – нестача, брак (чогось); **scarce** – недостатній, обмежений;
activity – діяльність; **human activities** – види людської діяльності;
to analyze – аналізувати;
to satisfy – задовольняти;
heading – заголовок, рубрика;
to produce – виробляти**; producer** – виробник; **production** – виробництво;
to consume – споживати; **consumer** – споживач; **consumption** – споживання;
exchange – обмін; **to exchange** – обмінювати;
goods – товари, вироби; **(A.E. a good – goods);**
treatment – трактування, розгляд;
particular – певний, особливий;
behaviour – поведінка;
opportunity cost – витрата внаслідок прийняття альтернативного рішення, оскільки прийнявши певне рішення ми поступаємось чимось іншим;
to emphasize – підкреслювати, надавати особливого значення;
emphasis – підкреслення, наголос; **to give principle ~ to …** – приділяти основну увагу; зосереджуватись на;
to respond – відповідати, реагувати, відгукуватись;
response – відгук, відповідь, реакція (на щось);
to tend – мати тенденцію; бути схильним (до);
to ignore – ігнорувати; не звертати увагу;
to preserve – зберігати;
interaction – взаємодія;
to generate – виробляти, утворювати; породжувати (напр., ідеї);
output – обсяг виробництва;

to seek – шукати;
solution – рішення; розв'язок;
efficiency – ефективність;
employment – зайнятість (робота); **employee** – працівник, найманий робітник;
utilization – використання; застосування

Assignment 2. ***Read and translate the following text.***

WHAT IS ECONOMICS?

The word *economics* comes from the Greek word *oikonomos* which means '**to manage resources of a household'**. As the resources are often limited economics **deals with** their **rational use**. All economic questions arise from the fundamental fact of **scarcity.** Nature does not provide all the things people want. Since **human and material resources** are **scarce,** everybody – individuals, business firms, and governments – needs to make choices from among the things needed or wanted. **Economics** is the social science that describes and **analyses** choices from among scarce resources **to satisfy** people's wants and needs.

Economics studies **human activities** which can be grouped under three broad **headings**: **production, consumption** and **exchange.** Production creates **supply,** that is**,** the ability of **producers** to provide **goods** and **services** to individuals at various prices. Consumption characterizes **demand**, that is, the desire of individuals **to consume** goods and services at various prices. The interrelationships between supply and demand are often **referred to** as **exchange.**

Economists have two ways of looking at economics and the economy. One is the macro approach, and the other is the micro. **Macroeconomics** is the study of the economy as a whole; **microeconomics** is the study of individual consumers and the business firm.

Microeconomic analysis offers **treatment** of individual decisions about particular commodities or services. It is the study of the **behaviour** of people and organizations in particular markets. Microeconomics is concerned with things such as scarcity, choice and **opportunity costs**, and with production and consumption. Microeconomics **gives principal emphasis** to the study of prices. It looks at how prices are determined and how people **respond** to changes in the market (for example, changes in the demand for and the supply of products).

Microeconomics tends to offer a detailed treatment of one aspect of economic behaviour, but **ignores interaction** with the rest of economy in order **to preserve** the simplicity of the analysis.

Macroeconomics **emphasizes** the interactions in the economy as a whole. Macroeconomics examines the questions such as how fast the economy is running; how much overall **output** is being **generated**; how much total income is. It also **seeks solutions** to such macroeconomic problems as unemployment and inflation. Economic growth, employment and inflation are important factors that characterize the overall state of the economy and the **efficiency** of the available resources' **utilization.**

Assignment 3. ***Answer the following questions:***

1. What language does the word economics come from?
2. Why does everybody need to make choices?
3. What does economics describe and analyze?
4. What human activities does economics study?
5. What is the connection between production and supply?
6. How are consumption and demand interrelated?
7. How can you define exchange?
8. What problems does microeconomics study?
9. Why does microeconomic analysis ignore interactions in the economy?
10. What problems does macroeconomics examine?
11. What do such important factors as economic growth, employment and inflation characterize?

Assignment 4. ***Translate into English.***

Суспільна наука; постачати товари та послуги; виникають питання; окремі особи; оскільки ресурси часто є обмеженими; що стосується/стосовно; взаємозв'язок між попитом і пропозицією; як отримати прибуток; як витрачати прибуток; вивчення економіки в цілому; аспекти економічної поведінки; для того, щоб зберегти щось; ефективність використання ресурсів; загальний обсяг виробництва.

Assignment 5. ***Translate into Ukrainian.***

Fundamental fact of scarcity; since; to make choices from; people's wants and needs; which can be grouped under three broad headings; ability; at various prices; individual consumers; two way of looking at economics and the economy; how much output to produce; overall state of the economy.

Assignment 6. ***Match and learn the synonyms.***

A: scarce, various, income, heading, want, provide, broad, deal with, consume;
B: supply, concern, wide, different, limited, title, use, earnings, desire.

Assignment 7. ***Match and learn the opposites***.

A: scarce, broad, employment, input, income, ability;
B: spending, narrow, plentiful, disability, output, unemployment.

Assignment 8. ***Choose the proper word to complete the sentence.***

1. Economics deals with the (broad/narrow) spectrum of economic problems. 2. Materials that go into the production of goods or services are called (input/output). 3. Nature does not provide people with all they want since the material resources are (plentiful/scarce). 4. Demand characterizes the (ability/ disability) to consume goods and services. 5. When the (income/spending) of a household increases, it can consume more goods and services.

Assignment 9. ***Read the definitions below, learn the difference in meaning of the following words and translate the sentences.***

Economics – science of the production, distribution and using up of goods.
Economy – system of the management and use of economic resources.
Economic – connected with trade, system of production.
Economical – careful in the spending of money, time, etc and in the use of goods.

1. Економіка вивчає економічні проблеми сучасного світу. 2. Ми повинні бути економними у використанні газу, води, електроенергії. 3. Низька інфляція – це показник стабільної економіки.

Assignment 10. ***Match the words with their definitions. Translate and learn them.***

Economics (n)	Using money, time, goods, etc., without waste
Economy (n)	The science and principles of the ways in which industry and trade produce and use wealth.
Economic (adj)	Cheap, intended to save money.
Economical (adj)	The economic life or system of the country; operation of the country's money supply, industry, and trade.
Economy (adj)	To save (money, time, goods, etc.); to avoid waste.
To economize (v)	Connected with trade, industry, and wealth; of or concerning economics; profitable.

Assignment 11. ***Translate the following sentences.***

1. The country is in a bad **economic** state. 2. She sold her house at an **economic** price. 3. She decided to major in **economics**. 4. A small car is more **economical** than a large one, because it uses less petrol. 5. An **economy class** ticket costs much less. 6. We have **to economize** to save some money for the holidays. 7. WTO membership offers a lot of opportunities to the **economy** of the country.

Assignment 12. ***Read the verbs and their explanation. Add suffix –er/-or to form a corresponding noun denoting a profession/occupation of a person. Use the model to explain what these people do.***

Model: **to manage** – to control a business. **A manager** is a person who controls a business.
To produce – to create goods and services.
To provide – to give or supply what is needed or useful.
To consume – to use up (food, energy, materials, etc).
To distribute – to give or send out (goods or services).

Grammar point: The plural of nouns

THE PLURAL OF NOUNS / МНОЖИНА ІМЕННИКІВ

Закінчення Однини	Закінчення множини	Приклад	Вийнятки
-s,-ss,-x,-sh,-ch	-es	class - classes	buses / busses

		dish-dishes box-boxes	
-f(e)→ v(e)	-es	half - halves knife - knives leaf - leaves	briefs, chiefs, sheriffs, roofs, safes, деякі інші
приголосна+y y →i	-es	baby - babies city - cities	
голосна+y	-s	boy - boys day - days	
приголосна +o	-es	hero - heroes potato - potatoes	pianos, solos, tobaccos, photos
голосна +o	-s	radios, rodeos	
особливі випадки		man - men woman - women goose - geese foot - feet tooth - teeth mouse - mice child - children ox-oxen	swine - swine deer - deer fish - fish sheep - sheep series – series форма однини = форма множини
основне правило (всі інші випадки)	-s	book-books window - windows sea - seas chart - charts	

Assignment 13. ***Supply the corresponding plural form and group the words according to the pronunciation of the ending: [s], [z] or [iz]. Mind special cases!***
Ability, business, businessman, businesswoman, choice, individual, good, income, economy, demand, input, supply, price, fact, resource, analysis, family, index, foot, datum.

Assignment 14. ***Make the nouns plural by making the necessary changes throughout the sentence.***
The woman liked the story. (Жінці сподобалась історія.)
The white mouse is in the box. (Біла миша в коробці.)
The policeman is an American. (Поліцейський – американець.)
This is a sandwich with butter and cheese. (Це бутерброд з маслом і сиром.)
He is my favourite actor. (Він – мій улюблений актор.)
My friend is a student. (Мій друг – студент.)
There is a big fish in the river. (У річці велика риба.)
The bookshelf is between the mirror and the sofa. (Книжкова полиця знаходиться між дзеркалом і диваном.)
I can see a sheep in the field. (Я бачу овечку у полі.)

Grammar point: Possessive Case / Присвійний відмінок

Форма:

Закінчення іменника	Закінчення присвійного відмінка	Приклад
Дзвінкий приголосний та Голосний	- 's [z]	Nelly's room Manager's office
Глухий приголосний	- 's [s]	The student's answer
-s, -ss, -x, -g(e), -sh, -(t)ch	- 's [iz]	James's computer
Іменник у множині із закінченням - s	- '	Clients' cards
Іменник у множині без закінчення – s	- 's	Children's rooms
Складні іменники	- 's	Mother-in-law's luggage

Вживання:

Іменник	Приклад
Назви істот	my friend's hotel
Час та відстань	last week's tourist group
Назви країн, міст, слова country, town, city, world, ocean, river	England's hospitality the town's sights
Назви планет: the sun, the moon, the earth	the sun's rays, the moon's surface
Збірні іменники типу government, party, army, crew, family, society	the government's laws the club's members

Assignment 15. ***Paraphrase the following using the Possessive Case where possible***.

Activity of man, production of goods, factor of economy, needs of people, supply of services, ability of producers, demand of consumers, choice of individuals.

Assignment 16. ***Write differently, using the possessive case:***

1. The report is postponed this week.
2. Do you have any ideas about the name of the company?
3. Here is the list of activities for small children.
4. This man has successfully passed the first stage of selection.
5. There is always difference between the opinion of people and the government.

Grammar point: Degrees of comparison of adjectives / Ступені порівняння прикметників

Форма : **проста,** що утворюється за допомогою суфіксів **–er, -est**;

складена, що утворюється за допомогою слів **more, most;**

Прикметник	Основний	Вищий	найвищий

односкладові та двоскладові, що закінчуються на **-er, -le, -ow, -y**	cold clever simple narrow happy	cold**er** clever**er** simpl**er** narrow**er** happi**er**	cold**est** clever**est** simplest narrow**est** happi**est**
інші двоскладові та багатоскладові	famous beautiful	**more** famous **more** beautiful	**most** famous **most** beautiful
особливі випадки	good bad old far	better worse older elder farther further	best worst oldest eldest farthest furthest

Особливості правопису.

1. У односкладовому прикметнику, що закінчується на приголосний, якому передує короткий голосний, кінцевий приголосний подвоюється: ho**t** – ho**tt**er – ho**tt**est; bi**g** – bi**gg**er – bi**gg**est.

2. Якщо прикметник закінчується на **–y**, перед якою стоїть приголосний, то перед суфіксами вищого та найвищого ступенів **er, -est** літера **–y** змінюється на –**i**: dr**y** – dr**i**er – dr**i**est.

Вживання.

1. При порівнянні предметів з *однаковою мірою якості* вживається прикметник в *основній формі* та сполучник **as … as**:

Macroeconomics is **as important as** microeconomics.

2. При порівнянні предметів з *меншою мірою якості* вживається прикметник в *основній формі* та сполучник **not so …as:**

Statistics is **not so difficult as** higher mathematics.

3. При порівнянні предметів, що *не належать до однієї групи або взятих окремо,* вживається *вищий ступінь порівняння* та сполучник **than:** Higher mathematics is **more interesting** to me **than** statistics.

4. При порівнянні одного предмету з іншими предметами, що *належать до однієї групи*, вживається прикметник у *найвищому ступені порівняння* з артиклем **the:** He is **the cleverest** in our class.

Assignment 17. ***Use the adjective in brackets in the proper degree of comparison to complete the sentence***.

1. This is the (good) choice you can make. 2. The (high) the income of a family, the (much) it spends on various goods. 3. To be economical we must use inputs in a (rational) way than before. 4. It is not always true that a (high) price means a (good) product or service. 5. Economic growth, inflation and unemployment are (important) indicators of the state of economy. 6. Energy resources become (expensive) with every year.

Assignment 18. ***Use the adjective in brackets in the proper degree of comparison:***

1. The (expensive) the hotel, the (good) the service.

2. The fact of scarcity is one of (important) questions of today's state of economy.
3. Nick's income is (low) than mine.
4. The fact of scarcity is one of (important) questions of today's state of economy.
5. The (good) resources are allocated, the (high) the quality of life.
6. Her income is (low) than mine.

Grammar point: Classes of pronouns / Розряди займенників:

Personal Pronouns Особові займенники

Форма

Називний відмінок (Nominative Case)	Об'єктний відмінок (Objective Case)
I – я He - він She - вона It - воно We - ми You - ти, ви They - вони	Me -мене, мені Him -його, йому Her - її, їй It - його, йому, їй, її (неістоти) Us - нас, нам You - тебе, тобі, вас, вам Them – їх

Вживання

відмінок	Правило	приклад
називний	Виконує роль підмета	**He** studies economics. **We** shall become economists
об'єктний	Виконує роль додатка	He saw **me** at the lecture. Let's ask **him** a question.

Possessive Pronouns Присвійні займенники

Форма

Залежна форма Conjoint form	Незалежна форма Absolute form	Переклад
my his her its our your their	mine his hers its ours yours theirs	мій, моя, моє, мої його її його, її наш (-а, -е, -і) ваш (-а, -е, -і) їхній, їхня, їхнє, їхні

Вживання

Форма	Правило	Приклад
Залежна	Виконує роль означення	What is **your** name? This is **our** institute.
Незалежна	Вживаються замість	Whose bag is it?- **Mine**.

	іменників та виконують функцію підмета або додатка	My pen didn't write and she gave me **hers**.

Український займенник **свій** перекладається присвійним займенником, що узгоджується з відповідним особовим.
Приклад.
He gave **his** answer only yesterday. – Він дав свою відповідь лише вчора.
We took **our** things and went home. – Ми взяли свої речі і пішли додому.

Reflexive pronouns Зворотні займенники
Форма

Особовий	Зворотний	особовий	зворотний
I you he she it	myself yourself himself herself itself	we you they	ourselves yourselves themselves

Вживання

Правило	приклад
В ролі додатка (українською мовою перекладається зворотним дієсловом з часткою –**ся**)	You must be careful or **you** can hurt **yourself**. **She** bought herself a **dress.**
З метою підсилення (українською мовою перекладаються займенником **сам/сама/самі**)	The President **himself** must sign the document. I can see it **myself.**
Займенник **oneself** вживається в реченнях з підметом, вираженим неозначеним займенником **one**	**One** should take care of **oneself.**

Reciprocal pronouns Взаємні займенники
Форма : **each other; one another**.
Вживання

Правило	Приклад
У значенні один одного (-му) - двоє учасників дій – **each other;** - більше двох учасників дій – **one another**	They always listen to **each other**. All were looking at **one another**.

Demonstrative pronouns Вказівні займенники
Форма

Однина	Множина
this – цей, ця, це;	these – ці;

that – той, та; те;	those – ті
such – такий; the same – той самий	

Interrogative pronouns Питальні займенники

Форма : **who, whom, what, which**

Вживання

займенник	Правило	приклад
Who - хто	З назвами істот	**Who** is absent?
Whom – кого, кому	В ролі додатка	**Whom** did you see there?
What – що, який	1. З назвами неістот, тварин, абстрактних понять. 2. З назвами істот стосовно професії, занять, звання.	1.**What** are you talking about? 2. **What** are you? – I am a student.
Which – який, котрий	З назвами істот та неістот при наявності вибору.	**Which** of these languages would you like to study?

Conjunctive pronouns Сполучні займенники

Форма: **who (whom), whose, what, which, that**

Вживання

Займенник	Правило	Приклад
who (whom) – хто, кого; whose – чий; якого, якої	З назвами істот	He is a person **who** set up this business. She is the writer **whose** books are bestsellers.
which – який, яка, яке; які	З назвами неістот в підрядних означальних реченнях.	They answered the letter **which** they received a day before.
that – який, яка, яке; які	З назвами істот та неістот в підрядних означальних реченнях.	This is a company **that** was established by our grandfather.

Indefinite pronouns Неозначені займенники

Форма

Прості	Складені
some **any** **one**	**somebody, something, someone, somewhere, somehow** **anybody, anything, anyone, anywhere**

Вживання

Займенник	Правило	приклад

some - з злічуваним іменником в множині – **кілька, деякі**, **дехто**; з незлічуваним іменником - звичайно не перекладається	1.в стверджувальних реченнях; 2. в питальних реченнях, що починаються словами why, where, when, тощо; 3. в питальних реченнях, що виражають прохання або пропозицію.	1.He has some interesting ideas for a new project. 2. Where can I find some information on this topic? 3. Can you give me some advice? Will you have some more tea?
somebody-**хтось** something - **щось** someone – **хтось** somewhere - **десь** somehow - **якось**	В стверджувальних Реченнях	**Somebody** left the book here **Something** has happened. **Someone** is working there. I've put it **somewhere**. **Somehow** I opened the door.
Any	1.в питаннях та заперечних реченнях; 2. в стверджувальних реченнях в значенні **будь-який**.	1. Are there **any** new ideas? He didn't propose **any** plan. 2. You can take **any** book you like.
anybody anything anyone anywhere anyhow	1. в питаннях та заперечних реченнях; 2. в стверджувальних реченнях в значенні **будь-хто, будь-що, будь-де, будь-як**	1. Can you do **anything?** We didn't see **anyone** there. 2. **Anybody** can do this. Take your seat **anywhere** you like. We cannot get there **anyhow.**
one – кожен, всі	Вживається щодо людей взагалі; виконує роль підмета в неозначено-особових реченнях	**One** must keep **one's** word.

Negative pronouns Заперечні займенники
Форма: **no; none, no-one, nobody; nothing; nowhere; neither.**
Вживання: в заперечних реченнях, де дієслово-присудок вживається у стверджувальній формі.

займенник	Правило	приклад
No	Вживається перед іменником.	There is **no** book there.
none – ніхто; no-one – ніхто; nobody – ніхто; nothing – ніщо;	Вживається в ролі підмета або додатка.	**Nobody** answered him. He met **no-one** there. **Nothing** was done.
nowhere – ніде;	Вживається в ролі обставини.	We can find him **nowhere**

neither – жоден (з двох); ні той, ні другий	Вживається стосовно істот і неістот в ролі 1) підмета; 2) додатка; 3) означення.	I saw **neither** of them. **Neither** answer was correct.

Defining pronouns Означальні займенники

Форма: **all; both; each, every; everybody, everyone; everything; either; another, other**

Вживання

займенник	Правило	приклад
All – весь, вся, все; всі	Виконує роль 1)підмета, 2) означення	1. **All** were present. 2. We worked **all** day.
Both - обидва	Виконує роль 1)підмета, 2)означення	1. **Both** were right. 2. **Both** boys were right.
Each – кожний (зокрема);	Виконує роль 1)підмета, 2)означення	1**. Each** has a family. 2. He asked **each** boy.
Every – кожний (всі)	Виконує роль означення	We have seminars **every** week.
Everybody, everyone – кожний, всі Everything -все	Виконує роль 1)підмета, 2)додатка.	1. **Everybody (everyone**) was present. 2. He did **everything** he could.
Either – один з двох; обидва кожний з двох	Виконує роль 1)підмета, 2)додатка, 3)означення	1. There are two variants. **Either** is good. You can choose **either** (variant).
Other – інший, інші Another – другий /інший; ще один	Виконує роль 1)підмета, 2)додатка, 3)означення	1.**Others** were absent. 2. Look at the **other** (boy). 3. Take **other** magazine. Give me **another** example

Quantitative pronoun Кількісні займенники

Форма: **many, much, more, most; few, fewer, fewest, a few; little, less, least, a little**

Вживання

займенник	Правило	приклад
Many- багато More – більше Most - найбільше	Із злічуваними іменникам	She asked **many** questions. **More** questions were asked later. He won **most** prizes.
Few - мало (недостатньо) Fewer – менше Fewest – найменше A few – мало, але достатньо		She has **few** friends and feels very lonely. They have **fewer** problems with this equipment. She has **a few** friends but she trusts them very much.
Much – багато	З незлічуваними	I spend **much** time on English.

More – більше Most - найбільше	Іменниками	**More** time is spent on economics. Mathematics takes **most** of my time.
Little – мало (недостатньо) Less – менше Least – найменше A little – мало, але достатньо		We have **little** sugar. Don't forget to buy some. They spent **less** time on this task. This is the **least** I can do. We can make some coffee – there is **a little** sugar left.

Assignment 19. ***Use the proper form of a pronoun in brackets.***

1. (He/him) is our manager. 2. (We/us) always ask (he/him) questions and (he/him) tries to answer (they/them). 3. (I/me) don't remember (she/her). 4. Where is (your/yours) notebook? 5. Make (your / yours) choice and then I'll make (my/mine). 6. (This/these) book is more interesting than (that/those) one. 7. All students are here. (You/your) can see (they/them) in the hall. 8. (This/these) are (our/ours) suppliers. 9. (They/them) provide good services to satisfy (their/theirs) customers. 10. There is a great demand for (our/ours) goods in (this/these) regions. 11. Please, show (we/us) the way to the nearest supermarket.

Assignment 20. ***Insert the proper pronoun.***

a*) some, any, no, every:*

1. … business firm wants to be successful. 2. As there is …sugar in the house we must buy … 3. Do you have … ideas how to deal with this situation?

b) *somebody, anybody, nobody, everybody*:

1. At elections … must make a choice. 2. … is waiting for you at the office. 3. This question is very difficult. … can answer it. 4. Can we find … to supply these goods?

c) *something, anything, nothing, everything*:

1. I want to be an expert in economics. That is why I need to know … concerning this subject. 2. Here is your money. You can buy … you want. 3. I am very hungry. Do we have … to eat? 4. There is … for you on your desk. 5. He is so demanding that … can satisfy him.

d*) somewhere, anywhere, nowhere, everywhere*:

1. Their products are so popular that you can buy them… 2. I think this firm is situated … here. 3. He cannot find his notebook … 4. I feel so tired that I want … to go.

Assignment 21. ***Fill in the proper self-form.***

1. She knows the language so well that she translates everything … 2. I can answer this question … 3. It is such a difficult problem that one cannot solve it … 4. The project … is very prospective. 5. Always make your choice …

UNIT 2

FUNDAMENTAL ECONOMIC NOTIONS

Grammar: Numeral / Present Indefinite Tense: Active and Passive Forms. Types of Questions

Assignment 1. ***Read and learn the following words and word combinations***:
notion – поняття;
to allocate – розміщувати, розподіляти; **allocation** – розміщення;
standard of living – рівень життя;
to include – включати;
factor of production – фактор/чинник виробництва;
to own – володіти; **owner** – власник;
rent – рента, орендна плата, прибуток з нерухомості;
to pay – платити; **payment** – оплата;
effort – зусилля; **physical and mental efforts** –фізичні та розумові зусилля;
labour (A.E. labor) – праця; трудовий;
wages – заробітна платня; syn. **salary;**
concept – поняття, концепція;
entrepreneur – підприємець; **entrepreneurship** – підприємництво;
skill – навички, вміння; **managerial or organizational skills** – управлінські або організаційні навички;
reward – винагорода;
innovative – новаторський, передовий;
profit – прибуток; **to earn/ make profit** – заробляти прибуток;
equipment – обладнання; syn. **machinery;**
interest – відсоток; доходи з капіталу;
thus – отже, таким чином;
to address (a problem) – звертатися (до проблеми).

Assignment 2. ***Read and translate the following text***

FUNDAMENTAL ECONOMIC NOTIONS

Economics studies how various resources are best **allocated** to produce the highest **standard of living** and quality of life. The resources that go into creation of goods and services are called the **factors of production**. They **include** natural resources, human resources and capital. Each factor of production has a place in the economic system and each has a particular function.

Our country is rich in natural resources that include land, water, mineral resources and climate. The price paid for the use of land is called **rent**. Rent becomes income to the **owner** of the land.

Physical and mental **efforts** that people put into creation of goods and services are called **labour** or human resources. The price **paid** for the use of labour is called **wages** or **salary**. Closely associated with labour is the **concept** of **entrepreneurship**, meaning the **managerial or organizational skills** used by firms to produce goods and services. The **reward** to entrepreneurs for the risks, **innovative** ideas and efforts that they have put into the business are profits. **Profit** is whatever remains after the owners of land, labour and capital received their payments.

Capital is something created by people to produce goods and services. A factory, tools and **equipment** are **capital resources**. The term 'capital' is often used by business people to refer to money they can use to buy factories, machinery and other productive resources. **Payment** for the use of someone else's money or capital is called **interest**.

Human wants are unlimited while resources needed to satisfy these wants are scarce or limited. **Thus** every society has to **address** the main economic problems: What goods and services to produce? How to produce them? Whom to produce them for? The way in which a society deals with these problems is known as its economic system.

Assignment 3. ***Answer the following questions:***

1. What does economics study?
2. With what aim are resources best allocated?
3. What do we call factors of production?
4. What do we include into natural resources?
5. What is rent?
6. What do we call labour / human resources?
7. What is the meaning of the concept of entrepreneurship?
8. What are profits?
9. In what meaning do businessmen use the term 'capital'?
10. What is interest ?
11. What economic problems does every society have to address?

Assignment 4. ***Translate into English.***

Найвищий рівень життя; ресурси, що йдуть на створення товарів та послуг; кожен має певну функцію; тісно пов'язаний (з чимось); ризик; термін; в той час як; кожне суспільство; звертатися до проблеми.

Assignment 5. ***Translate into Ukrainian.***

Quality of life; the owner of the land; efforts that people put into something; the concept of entrepreneurship; whatever remains; someone else's money; to deal with the problem.

Assignment 6. ***Match and learn the synonyms.***

A: capital, concept, each, equipment, income, particular, wages;
B: profit, salary, machinery, notion, money, definite, every.

Assignment 7. ***Match and learn the opposites.***
A: include, innovative, various, profit, physical;
B: loss, mental, exclude, particular, outdated.

Assignment 8. ***Choose the proper word in brackets to complete the sentences.***
1. Managerial skills are (physical/mental) efforts that firms use to produce goods and services. 2. When we calculate (profits/losses) we have to (include/exclude) the payment for land, labour and capital resources. 3. Our firm is successful thanks to (innovative/outdated) ideas proposed by the management. 4. Each factor of production has its (various/particular) function in the economy.

Assignment 9. ***Compose all possible word combinations with the word*** *resources* ***and translate them. Combine phrases with similar meaning.***
Resources – capital, economic, energy, financial, human, labour, land,
limited, mineral, natural, productive, scarce, water.

Assignment 10. ***Complete the sentences with the proper words from the list below:***
allocation, factor of production, the standard of living, income, new equipment, innovative ideas
1. Every … has its particular function in the economy. 2. Entrepreneurship is closely associated with … and risks. 3. We allocated big capital to buy … for our factory. 4. Rational … of resources is the basis of economic growth. 5. Governments do their best to increase … of their citizens. 6. Being the owner of the land he receives his … in the form of rent.

Assignment 11. ***On the basis of the text define the following terms:***
Factors of production, natural resources, rent, labour/human resources, entrepreneurship, production resources, profit, capital, interest, wages/salary.

Grammar Points:* Comparative structures.
* Sometimes you can use two comparatives together to say that something is changing continuously, e.g. *harder and harder, more and more interesting.*

Assignment 12. ***Use comparative structure in the following sentences.***
1. Natural resources become …(scarce).
2. In consumer society people buy …(much).
3. Labour resources become …(expensive).
4. Risks associated with new businesses become …(high).
5. As I wait for my interview I get …(nervous).
6.As we learn more, we become …(skilful).

Grammar point: THE NUMERAL / Числівник

Форма

	Кількісн.	Порядковий		Кількісн.	Порядковий		Кількісн.	Порядковий
1	one	**first**	11	Eleven	eleventh			
2	two	**second**	12	twelve	twelfth	2	twen**ty**	twen**tie**th
3	three	**third**	13	thir**teen**	thirteenth	0	thir**ty**	thir**tie**th
4	four	four**th**	14	four**teen**	fourteenth	3	for**ty**	for**tie**th
5	five	fif**th**	15	fif**teen**	fifteenth	0	fif**ty**	fif**tie**th
6	six	six**th**	16	six**teen**	sixteenth	4	six**ty**	six**tie**th
7	seven	seven**th**	17	seven**teen**	seventeenth	0	seven**ty**	seven**tie**th
8	eight	eigh**th**	18	eigh**teen**	eighteenth	5	eigh**ty**	eigh**tie**th
9	nine	nin**th**	19	nine**teen**	nineteenth	0	nine**ty**	nine**tie**th
10	ten	ten**th**				6	hundred	hundredth

Утворення:

Порядкові числівники утворюються від відповідних кількісних за допомогою суфікса –**th**.

Кількісні числівники від 13 до 19 включно утворюються за допомогою суфікса –**teen**, який наголошується.

Кількісні числівники, що позначають десятки починаючи з 20 утворюються за допомогою суфікса –**ty**, який не наголошується.

Особливості правопису.

F**ou**r – f**ou**rteen – f**o**rty;

Fi**ve** – fi**f**teen – fi**f**ty;

Nin**e** – ninth;

Eigh**t** – eigh**th**;

Twel**ve** – twel**f**th.

Вживання.

Великі числа.

Кома відокремлює групи з трьох цифр. Назви розрядів **hundred, thousand, million** вимовляються і не мають закінчення множини. Перед десятками в великих числах вимовляється **and**.

82,437,821 – eighty-two **million** four **hundred and** thirty-seven **thousand** eight **hundred and** twenty-one;

В британському (BE) та американському (AE) варіантах англійської мови наступні числа читаються по-різному:

1,000,000,000 – a thousand million (BE), a billion (AE);

1,000,000,000,000 – a billion (BE), a trillion (AE).

Слово milliard = a thousand million (BE) = a billion (AE) є європейським терміном і тільки починає використовуватись.

В довгих числах (номери телефонів, банківських рахунків, тощо) кожна цифра читається окремо, перед двома однаковими цифрами вимовляється слово **double**:
720844 – seven two oh eight double four
Гроші.
Символ назви грошей пишеться перед числом, а вимовляється після числа: $ 4 m – four million dollars; £92bn – ninety-two billion pounds;
€742 – seven hundred and forty-two euros
Дати.
Роки вимовляються з двох частин: 1999 – nineteen ninety-nine, *проте* рік 2000 вимовляється як одне ціле: 2006 – two thousand and six.
Місяці і числа:
25th of April 1987 – the twenty-fifth of April, nineteen eighty-seven
або April, the twenty-fifth, nineteen eighty-seven
В Європі прийнято писати спочатку число, а потім місяць. В США – навпаки, спочатку місяць, а потім число. Таким чином, запис
10.12.2004 читається як **the tenth of December**, two thousand and four (BE) або як **October, (the) twelfth**, two thousand and four (AE).

Час.
Зазвичай ми не користуємось 24-годинною шкалою (окрім розкладу літаків, потягів, тощо), а розділяємо час до полудня (AM) та після полудня (PM). Використовуються слова **quarter** (чверть), **half** (половина), **past** (після), **to** (до).
3.45AM – 1) three forty-five AM; 2) a quarter to four AM;
7.30 PM – 1) seven thirty PM; 2) half past seven PM;
11.45 AM – 1) eleven forty-five AM; 2) a quarter to twelve AM.
12.00 – midday (полудень); 24.00 – midnight (північ).
Якщо мова йде про розклад, ми вимовляємо:
The train leaves at 14.00 – at fourteen hundred hours.

Вимірювання.
62 km – sixty-two kilometers;
14 ½ cm – fourteen and a half centimeters;
6m·6m – six metres by six metres;
-10˚C – minus four degrees Celsius /centigrade.
Дроби.
Простий дріб. Числівник вимовляється як кількісний, а знаменник – як порядковий числівник. Якщо числівник більший за 1, у знаменнику вимовляється відповідний порядковий числівник з закінченням **–s**.
½ -one second *or* a half; ⅔ – two-third**s**; ¾ - three fourth**s** *or* three quarters; 1 5/7 – one and five seventh**s**.
Десятковий дріб.
У BE та AE для відокремлення цілої частини від дробу використовується *крапка*(читається **point)**, а не кома як це прийнято в Європі. Число після крапки

читається як окремі цифри. Число **0 (нуль)** читається по-різному, в залежності від його місця:

oh - після крапки та **naught** до крапки (BE);
zero – після крапки та не вимовляється взагалі до крапки (AE).

8.07 – eight **point oh** seven (BE); eight **point zero** seven (AE);
0.6 – **naught point** six (BE); **point** six (AE);
6.9057 – six **point** nine **oh** five seven; six **point** nine **zero** five seven.

Математичні дії.
Додавання: 15+6=21 fifteen **plus/and** six **equals** twenty-one;
Віднімання: 7-3=4 seven **minus /take away/less** three **equals** four;
Множення:6·8=48 six **multiplied by** eight/t**imes** eight **equals** forty-eight
Ділення: 28:7=4 twenty-eight **divided by** seven **equals** four;
Піднесення до степеня: 5^2 - five **squared**; 4^{7-} four **to the power** seven;
Добування кореня: $\sqrt{4}$ **the square root of** four; $\sqrt[3]{81}$ – **the cube root of** eighty-one; $\sqrt[4]{16}$ – **the fourth root of** sixteen.

Assignment 13. ***Read the following.***
Numbers: ½; ⅔; 1 ¼; 0.739; 2.25; 3,247,068; 20%; 6+28=34; 25·4=100; 33:11=3; 85 – 29 =56; 5^n; dates: 07.01.1999; 20. 12.1765; 09.05.2005; time: 7.30; 12.50; 17.15; 12.00; 23.45.

Assignment 14. ***Translate into English.***
Другий партнер; третій сорт; восьме завдання; дванадцятий поверх; двадцять шоста вулиця; сто перша річниця; п’яте жовтня; одна п’ята; сім восьмих; одна ціла і одна друга; сорок відсотків.

Grammar point: The Types of Interrogative Sentences / Типи питальних речень

☐ General Questions
Загальні питання

Форма:
допоміжне дієслово→ підмет→ основне дієслово→ інші члени речення
Приклад:
My sister studies at Chernivtsy Institute of Trade and Economics.
Does your sister study at Chernivtsy Institute of Trade and Economics?
They are discussing our offer. – Are they discussing our offer?

☐ Special Questions
Спеціальні питання

Форма:
запитальне → допоміжне → підмет → основне → інші члени

слово дієслово дієслово речення

Запитальні слова:

What - що, який Which - який, котрий

Who – хто Why - чому

Where – де How - як

When - коли How much (many) – скільки

Приклад:

What is your major?

Who teaches you English ?

Where do you study at?

When was your best friend born?

Why have you entered the department of economics and management?

How long has she been waiting for a bus?

How many students attend language courses at the institute?

☐ Alternative Questions

Альтернативні запитання

Форма:

Запитальне→допоміжне→підмет →основне → інші члени речення

слово дієслово дієслово

!!Сполучник **or** ставиться між однорідними членами речення.

Приклад: Is he a hotel manager or an assistant director?

Do you live in Chernivtsy or Odessa?

☐ Disjunctive question

Розділове запитання

Форма:

стверджувальне→допоміжне→ заперечна →відповідний займенник

речення дієслово частка **not**

або

заперечне речення→допоміжне дієслово → відповідний займенник

Приклад: He is a good businessman, isn't he?

Pauline doesn't work as a manager, does she?

Assignment 15. ***Add question-tags to the following statements:***

1.They have partners in all European countries, …? 2. You are here for the first time, …? 3. He didn’t earn much for this project, …? 4. Their tools were the best in the

world market, …? 5. Private ownership is a cornerstone of a market economy,…? 6. They were elected to the Parliament, …? 7. These products are not imported from Europe,…?

Grammar: Present Indefinite Tense: Active and Passive Forms
Types of Questions
Теперішній неозначений час Активний стан

Форма: **infinitive** без частки **to**
Ствердження / заперечення

I/we/you/they	work/**do** not (**don't**) work	at this plan.
He/she/it	work**s**/**does** not(**doesn't**) work	

Запитання

Do	I/we/you/they	Work	at this plan?
Does	he/she/it		

Вживання:

Дія	Приклад
Констатація факту дії, що є істинним завжди	Roman **likes** to travel . Water **boils** at 100° Centigrade.
Регулярна, звична, повторювана дія	I **go** to the institute by bus. She **cleans** the room twice a week.
Дія, що відбувається згідно з розкладом	The train **leaves** at 5 p.m. The meeting **starts** at 5 o'clock.

!!Прислівники частоти дії, які вживаються з теперішнім неозначеним часом: *never, rarely, not often, sometimes, often, usually, always.*
В третій особі однини до дієслова додається закінчення **–s/es** за правилами, що діють при утворенні множини іменників(див. с.115).

THE PRESENT INDEFINITE TENSE Passive Voice
Теперішній неозначений час Пасивний стан
Форма: **am/is/are + Past Participle**

Ствердження / заперечення

I	am/am not(ain't)	prepared	for this job
He/she/it	is/ is not (isn't)		
We/you/they	are/are not (aren't)		

Запитання

Am	I	prepared	for this job?
Is	he/she/it		

Are	we/you/they		

Вживання

Для описання дії, не вказуючи на її виконавця. Іноді виконавець вказується прийменниковим додатком з прийменниками **by**(особа, що виконує дію) або **with** (знаряддя, яким виконують дію).	Services **are** often **referred to** as invisible goods. These data **are gathered** *by our employees.* The notes **are written** *with the pen.*
Для опису послідовних дій.	These data **are collected**, then they **are analyzed** and finally the results **are published**.

!! Прислівники частоти дії вживаються в складі присудка **після** допоміжного **перед** смисловим дієсловом : **are** *always* **written**, **is** *often* **referred** to; **is** *sometimes* **called.**

Active Voice or Passive Voice

Active voice	Passive Voice
Підмет є активним виконавцем дії, що виражена присудком в активній формі і спрямована на об'єкт, позначений додатком. **Our company**→ *sells*→ this equipment.	Підмет є пасивним об'єктом дії, вираженої присудком в пасивній формі, що виконується над ним іншою особою або предметом, позначеним додатком. **This equipment**← *is sold*← by our company.
Присудок виражений неперехідним дієсловом, тобто таким, що не вимагає додатка. The delegation *arrives* tonight.	
Вживається для опису людей або предметів, що виконують дію, при цьому увага зосереджується на тому, що підмет є виконавцем дії. **The company** *develops* new products to satisfy the needs of the consumers.	Вживається у науковому стилі та у випадках, коли увага зосереджується на діях та процесах, на тому, **що саме** відбувається з об'єктом дії. **Land, water, mineral wealth and climate** *are called* natural resources.

!! Трансформація активних речень в пасивні можлива лише тоді, коли присудок активного речення виражений перехідним дієсловом, тобто дієсловом, після якого вживається додаток.

The students *take* examinations at the end of each term (take what? examinations).

При перетворенні активного речення на пасивне додаток активного речення стає підметом, присудок вживається у пасивній формі відповідного часу, а

підмет активного речення стає додатком, якщо важливо показати ким виконується дія, або пропускається взагалі, якщо згадування про виконавця зайве.
Examinations *are taken* at the end of each term (by the students).
В даному випадку додаток by the students є зайвим, оскільки мета даного речення – показати, яка саме дія виконується над підметом (екзамени складаються), а не вказати на виконавця дії (студенти).
Якщо виконавець дії має вагоме значення, то додаток використовується з прийменником **by** або **for** (для позначення особи виконавця) або з прийменником **with** для позначення знаряддя дії.
This equipment is produced **by** our company.
This equipment is produced **with** high precision instruments.
В активному реченні часто присутні два додатки: прямий, що вказує на предмет /об'єкт дії (what?), та непрямий, що вказує на особу, якій адресована дія (whom?).
The company sends some information (what?) to our customers (whom?).
Якщо непрямий додаток (whom?) виражений особовим займенником, він може стояти
1)перед прямим додатком:The company sends them some information;
2)після прямого додатку і в цьому випадку вживається з прийменником to/for: The company sends some information to/for them.
Якщо обидва додатки виражені особовими займенниками, то прямий додаток (what?) стоїть в реченні першим, а непрямий додаток (whom?) іде за ним і вживається з прийменником.
The company sends it (what?) to/for them (whom?).
Речення з двома додатками може бути трансформоване в два окремих пасивних речення, в кожному з яких підметом буде один з додатків, при цьому інший додаток залишатиметься на своєму вихідному місці.
The company *sends* some information to our customers.
Some information *is sent* to our customers.
Our customers *are sent* some information.

Assignment 16. ***Use the verb in brackets in the proper form.***
1. He (to say) he (to earn) high profits. 2. They often (to buy) products that they (to need) in this supermarket. 3. She (to be) a successful entrepreneur. 4. We often (to receive) letters from our friend who (to live) in Glasgow. 5. Each factor of production (to have) a particular function. 6. She (not to use) computer very often. 7. Where you (to come from)? 8. He (not to understand) the concept of entrepreneurship. 9. What time you (to start) work?

Assignment 17. ***Use these sentences to make questions. Begin with the word(s) in brackets.***
1. She often visits the nearest supermarket (How often?) 2. Jane teaches economics (Where?) 3. People make mistakes (Why?) 4. She comes from Scotland (Where?) 5. He watches programmes on economy (When?) 6. He gets up in the morning (What

time/usually?) 7. I write to my parents (How often?) 8. Entrepreneurs receive rewards for their efforts (Who?)

Assignment 18. ***Ask questions about the highlighted words:***
1. Geographically *English* is the most widespread language on earth.
2. Our Institute trains specialists *by state order and on a contractual basis*.
3. A manager is responsible for making *and carrying out decisions* within a system.
4. All economic questions arise *from the fundamental fact of scarcity*.
5. Companies *must be responsible* in their dealing with employees, consumers, suppliers, competitors, government, and the general public.

Assignment 19. ***Make passive transformations according to the model.***
Model: Suppliers *provide* products. - Products *are provided by* suppliers.
1. The government allocates resources. 2. People create capital. 3. Prices motivate production. 4. The interaction of demand and supply determines prices. 5. Workers receive wages twice a month. 6. They sell product at low price. 7. Business people often use the term 'capital'. 8. Every society addresses the main economic problems. 9. The owner of the land receives rent. 10. Economics studies demand, supply and interrelations between them.

Assignment 20. ***Choose the proper form of the verb in brackets.***
1. We often (divide/are divided) markets into two groups: goods and services. 2. Goods and services that (buy/are bought) in the market (call/are called) products. 3. Capital (uses/is used) to buy productive resources. 4. Natural resources (include/are included) land, water, mineral resources and climate.

Assignment 21. ***Make up questions to the words underlined.***
1. Change <u>in price</u> is represented <u>graphically</u>. 2. <u>Markets</u> are usually classified into two categories. 3. <u>Entrepreneurs'</u> risks are not always rewarded.

UNIT 3

ECONOMIC SYSTEMS

Grammar: Present Continuous: active and passive forms.

Assignment 1. ***Read and learn the following words and word combinations:***
to distinguish (between) – розрізняти (між);
planned /command economy – планова/командна економіка;
market economy – ринкова економіка;
mixed economy – змішана економіка;
ownership – власність; **private ownership** – приватна власність;
to involve – залучати, включати;
central planning and direction – централізоване планування та спрямування;
means of production – засоби виробництва;
to vary – змінювати, варіювати;
enterprise – підприємство;
to manage – керувати; **management** – керівництво;
to accept the risk – приймати (на себе) ризик;
to succeed – мати успіх; **success** – успіх;
to fail – потерпати невдачу; **failure** – невдача;
to make losses – нести збитки;
innovation – новаторство, нововведення;
engine – двигун;
long-term growth –довгострокове зростання;
to compete – конкурувати; **competitor** – конкурент; **competition** – конкуренція; **competitive** – конкурентний;
to interact – взаємодіяти;
taxation – оподаткування;
to intervene – втручатися;
wide range of goods and services – широкий асортимент товарів та послуг.

Assignment 2. ***Read and translate the following text***

ECONOMIC SYSTEMS

An **economic system** is the way in which a society uses its available scarce resources (natural resources, labour resources and capital resources) to satisfy the demands of its citizens for goods and services. The more goods and services are produced from the country's limited resources the higher the standard of living of its citizens. Economists distinguish between three main economic systems: **planned, market and mixed.**

Planned economy is sometimes called 'command' economy because the state (government) commands the use of resources that go into the production of goods

and services as it owns factories, land and natural resources. Planned economy **involves central planning and direction,** when the government takes all decisions concerning production and consumption. There is no state which is completely a command economy; the actual system **varies** from state to state.

Market economy is the system based on private enterprise with **private ownership** of the **means of production** and private supplies of capital. The government plays no role in the **management** of the economy. There exist no examples of pure market economy as it necessarily contains some businesses owned and run by the state. In a market economy it is the consumers who decide what is to be produced. A cornerstone of the market economy is quick response to changing demands. Private entrepreneurs **accept the risks** of introducing new products and new production processes. If they **succeed**, they hope to earn large profits, if they **fail,** they expect to **make losses**. Thus **innovation** is the **engine** of **long-term growth** of living standards. Since all businesses are privately owned they try to be highly **competitive** and make largest profits.

In practice most countries have what is called a mixed economic system – a combination of free markets plus government allocation of resources. **Mixed economy** contains elements of both market and planned economies. In a mixed economy the government and the private sector **interact** in solving economic problems. The state controls the output through taxation and **intervenes** to supply essential goods and services such as health, education and defense, while private businesses provide consumers with a **wide range of** different **products and services**.

Assignment 3. ***Answer the following questions:***

1. What is defined as an ‘economic system’?
2. What are the three main economic systems?
3. Why is planned economy sometimes called “command”?
4. What is the role of the government in command economies?
5. What is market economy based on?
6. How does the government act in a market economy?
7. Who decides what is to be produced in market economy?
8. What is a cornerstone of market economy?
9. What risks are involved in the introduction of innovations?
10. Who accepts these risks?
11. What is called a mixed economy?
12. How do the government and private businesses interact in a mixed economy?
13. Are there examples of ‘pure’ command/market economies in real life?

Assignment 4. ***Translate into English.***

Задовольняти попит; чим більше товарів та послуг виробляється, тим вищий рівень життя; система, що базується на приватній власності; не відігравати жодної ролі в управлінні економікою; швидкий відгук; ризики, пов’язані з впровадженням нових товарів; контролювати випуск продукції через оподаткування.

Assignment 5. ***Translate into Ukrainian.***
Resources that go into the production; the actual system varies; private supplies of capital; pure market economy; it necessarily contains; it is the consumers who decide; new production processes; the long-term growth; to be highly competitive; both…and; essential goods and services.

Assignment 6. ***Match and learn the synonyms.***
A: actual, to vary, to run smth, to contain, to control, to hope, to intervene, response, different;
B: to operate, to manage, to expect, to interfere, to differ, real, various, answer, to include.

Assignment 7. ***Match and learn the opposites.***
A: private, quick, long-term, different, wide, response, profit, succeed;
B: similar, short-term, narrow, fail, question, slow, state, loss.

Assignment 8. ***Complete the sentences using the words from ex.7 (the first letter is given).***
1. Mixed economy is characterized by p… and s… forms of ownership. 2. He gave no r… to my q… 3. Everybody wants to s…, not to f… 4. The aim of any business is to make p… 5. Risky business involves the possibility of p… or l… 6. Manufacturers supply a w… range of d… goods to the market. 7. Competitors are producers who provide s… products. 8. In command economies the s… develops l…-t… plans for industries.

Assignment 9. ***Complete the sentences with the proper words from the list below:***
in response to, through the system of taxation, innovations, planned economy, owned, varies
1. In … the government usually plans five years ahead. 2. The actual system of economy … from state to state. 3. In mixed economies some resources are controlled by the government while others are used by private businesses … consumers' demands. 4. The government controls the output … 5. In real life market economies always contain businesses … by the state. 6. Introduction of… can lead to unemployment.

Grammar point: THE PRESENT CONTINUOUS TENSE **Active Voice**
Теперішній тривалий час **Активний стан**

Форма: **am/ is/ are + Present Participle**
Ствердження / заперечення

I	am(‘m)/am not(‘m not)	reading	at the moment
He/she/it	is(‘s)/ is not (isn’t)		
We/you/they	are (‘re)/are not (aren’t)		

Питання

Am	I	Reading	at the moment?
Is	he/she/it		
Are	we/you/they		

The Present Continuous Tense **Passive Voice**
Теперішній тривалий час **Пасивний стан**

Форма: **am/is/are + being + Past Participle**

Ствердження / заперечення

I	am/am not	being interviewed	at the moment.
He/she/it	is / is not		
We/you/they	are /are not		

Запитання

Am	I	being interviewed	at the moment?
Is	he/she/it		
Are	we/you/they		

Вживання:

Дія	Приклад
Дія, яка розгортається в момент мовлення	Gill is very busy now, she **is speaking** with the manager.
Дія або ситуація, яка є правдивою в даний період часу, однак не обов'язково розгортається в момент мовлення	He **is writing** a play this autumn. Don't take this program. **I'm working** at it.
Майбутня запланована дія, особливо з дієсловами, що позначають рух:**to, to come, to leave, to arrive, to start**.	We **are leaving** tomorrow. He **is coming** on Monday.
Тривала дія, що відбувається *одночасно* з іншою дією, яка відноситься до теперішнього часу.	What does he do when he **is not working** on the computer?

!! В тривалих часах вживаються лише такі дієслова, що виражають дію як процес, тобто дію, що відбувається в певний проміжок часу. Дієслова, що не виражають динамічної дії, не вживаються в часах Continuous. До таких належать:
1)дієслова, що виражають фізичне сприйняття: **to see** бачити, **to hear** чути, **to measure** мати розміри /вимірюватись, **to taste** мати смак/смакувати, **to smell** мати запах/пахнути, **to sound** звучати, **to weigh** мати вагу/важити;

2)дієслова, що виражають розумову діяльність: **to believe** вірити, **to doubt** сумніватись, **to know** знати, **to realize** розуміти, **to recognize** впізнавати, **to remember** пам'ятати, **to suppose** припускати, **to think** вважати, **to understand** розуміти;
3)дієслова, що виражають бажання, почуття, волевиявлення: **to agree** погоджуватись, **to hate** ненавидіти, **to like** любити, подобатись, **to love** любити, **to object** заперечувати, **to prefer** надавати перевагу, **to refuse** відмовлятись, **to want** хотіти, **to wish, to desire** бажати;
4)дієслова, що виражають відношення між предметами: **to be** бути, **to belong to** належати, **to concern** стосуватись, **to consist of** складатись, **to contain, to hold** вміщувати, **to depend on** залежати, **to include** вміщувати, складатись з, **to involve** стосуватись, включати, залучати, **to own, to possess** володіти, **to resemble** бути схожим на.

!! Обставини часу, що супроводжують теперішню тривалу дію: *now, at the moment, these days.* Слова *always, continually, constantly* вживаються для підкреслення дії, яка відбувається часто і (іноді) неочікувано:
He **is** *constantly* **giving** people assignments which are very difficult.

Assignment 10. ***Read the following sentences and compare the use of tenses. Pay attention to adverbial modifiers of time.***
1. They always discuss their plans with the partners. – They are discussing their plans with the partners at the moment. 2. Students generally take 3 to 5 courses a year. – This year we are taking 5 courses. 3. They often deal with local customers. – This time they are dealing with Bukovel Co. 4. We usually do research at our practical lessons. – We are doing research on inflation indicators this semester. 5. Our shareholders have meetings once a year. – Our shareholders are having a meeting right now. 6. He never consults anybody about his business. – He is busy now. He is consulting with his lawyer.

Assignment 11. ***Make the following sentences passive.***
1. The secretary is typing a letter to our stockholders. 2. He is signing the document. 3. We are copying the task. 4. They are writing a test paper. 5. We are installing computers in our office. 6. I am analyzing your report. 7. She is defining the problem. 8. They are working out a new plan. 9. The owner is making the order on the phone. 10. The shareholders are discussing the annual report. 11. They are distributing the report among the shareholders.

Assignment 12. ***Use the verb in brackets in the correct tense form: Indefinite or Continuous.***
1. Don't enter the room. The manager (to hold) a meeting with the staff. 2. What she (to be busy) with at the moment? – She (to call) our customers in Rivne. 3. Can you hear that noise in the next room? – They (to discuss) our tomorrow's presentation. 4. Why is there so much light? – We (to prepare) for the student party. Our group (to decorate) the walls, while others (to arrange) the scene for the concert. 5. Listen. He

(to sing) a very popular song. The song (to sing) in Italian. It (to sound) beautifully. 6. The book (to read) aloud so that everybody (to hear) it. 7. Where Peter (to be)? – He (to work) at the library at the moment. He (to write) a report on multinational corporations for tomorrow's seminar. 8. Look at Jane and John. They (to dance) so perfectly that I (to think) that the prize (to be) theirs. 9. Who (to stand) in the doorway? – This (to be) Kate. She (to look) for somebody. 10. Why Peter (to be) absent? He (to take) his exam in math this morning. 11. What you (to do) tonight? – I (to be) too tired to go anywhere. 12 What time you (to leave) tomorrow? – The train (to start) at 7, so we (to leave) around 6.30.

***** Sometimes we are talking about the present and the future together – **present-future**. This happens when a) we are making plans or are talking about things already arranged or b) there is something in the present situation that makes us sure what will happen in the future. In such cases we use the structure **to be going (to do something).** Study the following examples.
a) There is an interesting film on TV tonight. I **am going to watch it. -** Я збираюсь подивитись його /план на майбутнє/.
b) Look at those clouds – it **is going to rain**. – Напевно, піде дощ /впевненість, що дія відбудеться/.

Assignment 13. ***Use the verb in brackets in the correct form and translate the sentences.***
1. He (to be) going to sign the contract tomorrow. 2. We (to be) going to meet on Tuesday. 3. She (to be) going to send this information directly to the manager. 4. If Tom doesn't study hard he (to be) going to fail at the examinations. 5. If you don't hurry you (to be) going to miss the meeting. 6. These goods are not very popular. We (to be) going to make losses on them. 7. As the problem is very urgent they (to be) going to discuss it with the manager. 8. To save his business he (to be) going to incorporate with this company. 9. It is very difficult to manage such business solely so she (to be) going to form a partnership. 10. Last year the company's profit was not big and I (not to be) going to receive high dividends on my shares.

Assignment 14. ***Translate into English.***
1. Він збирається розпочати нову справу. 2. Я збираюсь виступити на зборах акціонерів. 3. Вона отримала найвищу оцінку. Здається, вона буде найкращою в групі. 4. Майк втратив інтерес до свого бізнесу і певно він розвалиться. 5. Чи збираєтесь ви інвестувати гроші в цей бізнес? 6. Він, здається, збирається залучити цих спеціалістів до нового проекту.

UNIT 4

WHAT IS BUSINESS?

Grammar: Present Indefinite vs Present Cntinuous.

Assignment 1. ***Read and learn the following words and phrases.***
exchange – обмін;
related (to) – пов'язаний з; такий, що відноситься до;
to change smth into smth – перетворювати щось на щось;
tangible – видимий, матеріальний; opp. **intangible**;
insurance – страхування;
health protection – охорона здоров'я;
distribution – розповсюдження, збут; **channels of distribution –** система збуту; канали розповсюдження;
directly – прямо, безпосередньо; opp. **indirectly –** опосередковано;
aid – допомога;
intermediary – посередник;
sale – продаж;
revenues – надходження;
expenses – витрати;
surplus – надлишок;
goal – мета;
responsibility – відповідальність; **to bear responsibility –** нести відповідальність;
profit-seeking activity – діяльність, що спрямована на отримання прибутку;
means – засоби;
to improve – покращувати, вдосконалювати

Assignment 2. ***Read and translate the following text***.

WHAT IS BUSINESS?

Business is a word that is commonly used in many different languages. But exactly what does it mean? Traditionally business simply meant **exchange** or trade for things people wanted or needed. Today this broad term can be applied to different kinds of human activity and many kinds of enterprise.

All activities traditionally related to business can be grouped under three headings: **production, distribution** and **sales**. The first group of activities, **production,** concerns the **changing of** materials **into** products or the creation of services. Some businesses produce what is called **tangible goods**, such as cars, clothes, foodstuffs. Others produce **intangible goods** or **services**, which are activities that people perform for other people. Such activities as insurance, banking operations or **health protection** are referred to as services.

The second group of activities is known as **distribution.** Distribution is the process of getting goods from the producer to the consumer in the quickest and most efficient way. Distribution is performed through **distribution channels** that link the producer and the consumer **directly** or **indirectly** with the aid of **intermediaries**.

Third is the **sale** of goods and services. Sale is the exchange of a good or service for money. Money that a company receives from the sale of its products is called **revenues**. If the company is a success its revenues not only cover its **expenses**, that are the money spent on the production of the output, but also contain some **surplus.** This surplus is commonly defined as **profit** or the difference between the company's revenues and expenses. Thus, creating an economic surplus or profit is the primary **goal** of any business activity.

Just as important as profits are social and ethical **responsibilities** that companies **bear** in their dealing with employees, consumers, suppliers, competitors, government and the society. Business, then, can be broadly defined as all **profit-seeking activities** and enterprises that provide the **means** through which the society's standard of living **improves**.

Assignment* 3. *Answer the following questions.

1. What was the traditional meaning of the word 'business'?
2. What activities are traditionally related to business?
3. What goods are called tangible/intangible? Give some examples.
4. How is distribution performed?
5. What do we call 'revenues'?
6. Are revenues the same as profit? What distinguishes them?
7. What responsibilities do businesses bear dealing with the society?
8. What is the role of business in the society?

Assignment 4. ***Translate into English.***

Точно; створення послуг; харчові продукти; діяльність, яку люди виконують для інших людей; найшвидший та найефективніший спосіб; пов'язувати виробника та споживача безпосередньо або опосередковано; якщо компанія успішна; містити деякий надлишок; соціальна та етична відповідальність.

Assignment 5. ***Translate into Ukrainian.***

Broad term; tangible/intangible goods; the process of getting goods or services from the producer to the consumer; through distribution channels; with the aid of intermediaries; the exchange of smth for smth; to cover the expenses; primary goal; to bear responsibility; to provide the means.

Assignment 6. ***Match and learn the synonyms.***

A: aid, intermediary, revenue, responsibility, expense, surplus, goal;
B: income, profit, expenditure, aim, help, middleman, duty.

Assignment 7. ***Match and learn the opposites.***

A: direct, tangible, producer, profit, output, revenues, employer;

B: input, loss, consumer, employee, intangible, expenses, indirect.

Assignment 8. ***Complete the sentences with proper words from ex.7.***
1. If a business is successful it earns p… 2. Trade union's responsibility is to settle the disputes arising between the e… and the e… 3. Profit is the difference between r… and e… 4. T… goods are products that we can see, touch or taste. 5. We improved the technological process to increase the o… 6. Usually p… and c… are linked by i… distribution channels that include intermediaries.

Assignment 9. ***Add question-tags to the following statements.***
1. Last year the company earned good profits, …? 2. Many firms provide after-sale services, …? 3. You are here for the first time, …? 4. He didn't earn much for this project, …? 5. They have partners in nearly all European countries, …? 6. He will perform this task himself,…? 8. Their tools were the best in the world,…?

Assignment 10. ***On the basis of the text define the following notions:***
Business, distribution, expenses, production, profit, sale, services, revenues.

Grammar point: Present Indefinite vs Present Continuous

We use the Present Simple:
- for routines and habits:
e.g. I go to the bank twice a week;
- for permanent situations:
e. g. My friend works in a bank;
- for facts:
e. g. Water boils at 100 centigrade;
- for timetable or fixed events in the future:
e. g. The train leaves in 10 minutes**.**
We use the Present Continuous:
- for actions happening now:
e.g. I am working on my reporting at the moment;
- for temporary actions or situations:
e.g. I am staying with my friends till I find a new flat;
- for changing or developing situations:
e.g. The economic situation is getting worse in this country;
- to talk about something that happens often and is unpleasant or irritating (with always):
e.g. She is always grumbling and complaining.

Assignment 11. ***Choose the correct variant.***
1. All the guides here speak/are speaking at least three foreign languages, because a lot of foreign tourists come/are coming every year.
2. Look! The meeting starts/is starting. We'd better go in.

3. I work/am working for Midmark, a firm that makes/is making medical equipment.
4. I go/am going to the supermarket. Do you want anything?
5. The train is arriving/arrives at 7 a.m.
6. They always make noise/are making noise next door.
7. Our meetings usually are starting/start at 4 p.m.
8. When a company is not successful, it is going/goes out of business.
9. I work /am working overtime this week.
10. Tom is very reliable person, everybody is trusting/trusts him.
11. He usually is coming/ comes to his office on time.
12. The sun is setting/sets in the West.
13. Great Britain becomes/ is becoming more popular as a location for international business.
14. He earns/ is earning over $20, 000 a year.
15. People often spend/are spending a lot of their money on cigarettes.

Assignment 12. ***Complete the sentence using the correct Present Simple or Present Continuous form of the verbs in brackets.***

1. He (smoke) 30 cigarettes a day but at the moment he (try) very hard to cut down.
2. What you (think) about?
3. Business (become) more international and secretaries (need) international communication skills.
4. He (make) paper product.
5. The speaker (wait for) a telephone call.
6. The manager (check) the production levels every day.
7. They (sign) the contract in the conference room. Don't trouble them.
8. Multinationals (compete) for a market share.
9. The express train always (arrive) on time.
10. The delegation (come) now.
11. She (run) her own business.
12. I feel that we (make) too much noise.
13. The firm (specialize) in green tourism.
14. At present we (do) business with Japanese companies.

Assignment 13. ***Translate into English.***

1. Не заважай мені! Я працюю над перекладом економічної статті.
2. Транснаціональні компанії працюють в багатьох країнах світу.
3. Мій брат займається малим бізнесом.
4. Економічна ситуація в країні впливає на розвиток бізнесу.
5. Багато європейських компаній співпрацюють з Японією.
6. Зараз уряд намагається знизити ціни на продовольчі товари.
7. Мій приятель вивчає економіку.
8. Моя фірма зараз шукає нових партнерів по бізнесу.
9. Він заробляє $20, 000 на рік.
10. Мене не цікавить Ваша пропозиція. Я розширяю свій власний бізнес.

11. Власники торгових підприємств намагаються домовитись про це.
12. Ця компанія виробляє найсучасніші телевізори.

Assignment 14. ***Supply the correct form of the verb in brackets. Answer the questions following the text in written form.***

My friend … (to be) Nicolas Donetti and he… (to be) a manager. He… (to work) for a big firm in Rome, Italy. The firm… (to have) a lot of branches all over the world and Nicolas… (to deal) with the partners in other countries. He… (to need) to discuss many problems with them, so he… (to try) to improve his English and… (to attend) English classes twice a week after work. It… (not to be) easy to find time for English studies but he… (to work) hard to be among the best students in his group.

His job… (to be) very interesting. He generally… (to start) at eight o'clock and often… (not to finish) until six at night. The journey to and from work… (to take) about 45 minutes each way and when he… (to come) home he (to need) some time to relax. He usually… (to have) a nice meal with his family which… (to take) him about an hour. Then he …(to spend) nearly an hour on his English. If there… (not to be) any English class that day he… (to have) free time which he… (to devote) to reading, watching TV or going out with his friends. Nicolas… (to try) to get eight hours' sleep to be in good form for the next day. It only… (to take) Nicolas half an hour to get ready in the mornings as he… (not to bother) with breakfast.

1. What time does Nicolas get up?
2. What time does Nicolas go to sleep?
3. Why does Nicolas study English?

Assignment 15. ***Use the verb in Present Simple or Present Continuous.***

1. It _____ very much in Italy. (not, to snow)
2. The world population _____ despite the pandemic. (to increase)
3. I _____ a taxi when I'm late. (always, to take)
4. Some people _____ to ride a bicycle. (never, to learn)
5. — Why are you silent? — I _____ about what I should have for lunch. (to think)
6. Look at her. She _____ so sweetly. (to sleep)
7. You _____ reels instead of _____. (always, to watch, to study)
8. _____ you _____ what I _____ about? (to understand, to talk)

UNIT 5

FORMS OF BUSINESS ORGANIZATION

Grammar: The Past Indefinite Tense: Active and Passive Forms.

Assignment 1. ***Read and learn the following words and word combinations.***
ownership = **proprietorship**-власність; owner/proprietor – власник;
private ownership-приватна власність;
public ownership- суспільна/державна власність;
sole proprietorship- одноосібна власність;
to account for – охоплювати, пояснювати;
receipts – надходження; **business receipts –**надходження від бізнесу;
partner- партнер;
limited partner-партнер з обмеженою юридичною відповідальністю;
unlimited partner- партнер з необмеженою відповідальністю;
general partner –загальний партнер;
silent partner- партнер без права голосу;
secret partner- таємний партнер;
partnership –партнерство;
liability- відповідальність, обов'язок;
limited/unlimited liability- обмежена/ необмежена відповідальність;
authority- права, повноваження, влада;
advantage – перевага;
diversified – різноманітний, багатогалузевий, розгалужений;
benefit – привілеї, зиск, вигода; syn. **advantage,**
tax benefits- податкові привілеї;
terminating business – завершення або обмеження бізнесу;
to incorporate- 1)об'єднуватись, приєднувати; 2)реєструвати;
corporate - об'єднаний, корпоративний, спільний;
corporation- об'єднання, корпорація; акціонерне товариство;
share – частка;
share certificate= stock certificate –акція;
shareholder= stock-holder –акціонер;
to issue shares/stock- випускати акції;
ability – здатність, спроможність**;**
possibility – можливість;
to invest – інвестувати;
research – наукове дослідження;
accounting records – бухгалтерські записи;
double taxation – подвійне оподаткування.

Assignment 2. ***Read and translate the following text.***

FORMS OF BUSINESS ORGANIZATION

A business may be privately **owned** in three different forms. These forms are: the **sole proprietorship**, the **partnership** and the **corporation**.

The **sole proprietorship** is the simplest organizational form. There is one **owner** who makes decisions without consulting anyone. Most private businesses are sole proprietorships. First of all, they are service industries, such as beauty shops, different repair shops, restaurants. But they **account for** only small part of all **business receipts.**

A **partnership** is an association of two or more partners to carry on business for profit. When the owners of the partnership have **unlimited liability** they are called **general partners**. If partners have **limited liability** they are **limited partners**. There may be a **silent partner** – a person who is known to the public as a member of the firm but without authority in the management, and a **secret partner** – a person who takes part in management but who is not known to the public. The **advantages** of this form are obvious: it can provide a big capital, **diversified** management, **tax benefits** from the government. Partnerships have certain disadvantages, too. One is unlimited liability. Other disadvantages are division of profits, disagreements between the partners and difficulty on **terminating the business**.

A business **corporation** is an institution established for the purpose of making profit. It is operated by individuals. Their **shares** of **ownership** are represented by **stock certificates**. A person who owns a stock certificate is called a **stock-holder**. The advantages of this form are the following: 1) the **ability** to attract financial capital; 2) the **possibility to invest** the capital in plants, equipment and **research**, 3) the possibility to offer higher salaries and attract talented managers and specialists.

It is obvious that there are some disadvantages to incorporating. Here are a few of them: 1) initial cost and paperwork as incorporating involves expensive lawyers and detailed **accounting records;** 2) **double taxation** as incorporate income is taxed twice, first as corporation's income and then as shareholders' income; 3) size as large corporations sometimes cannot respond quickly to market changes.

Except privately owned business corporations there are some other types too. Educational, religious, charitable institutions are also **incorporated.** There may be governmental corporations. Such corporations do not **issue stock** and are nonprofit.

Assignment ***3. Answer the following questions:***

1. What forms of ownership do you know?
2. Why is the sole proprietorship the simplest organization form?
3. What are partnerships organized for?
4. What kinds of partners do you know? State the difference between them.
5. What are the advantages and disadvantages of a partnership?
6. What institution is a business corporation?
7. What are the advantages of a corporation?
8. Can you name any disadvantages of a corporation?
9. What corporations do not issue stock?

Assignment 4. ***Translate into English.***
Найпростіша організаційна форма; не радячись ні з ким; перш за все; ремонтна майстерня; об'єднання; людина, що відома громадськості; розгалужене керівництво; втрачати зацікавленість; заклад, утворений з метою; окрема особа; здатність залучати капітали/ спеціалістів; наукове дослідження; благодійний заклад; безприбутковий.

Assignment 5. ***Translate into Ukrainian.***
Sole proprietorship; to make decision; beauty shop; business receipt; to carry on business; the advantages are obvious; unfortunately; to disagree with each other; a share of ownership; to be represented by a stock certificate; to invest the capital; to offer a higher salary; except; to be nonprofit.

Assignment 6. ***Match and learn the synonyms.***
A: owner, benefit, shareholder, person, receipt, obvious;
B: advantage, income, clear, proprietor, stock-holder, individual.

Assignment 7. ***Match and learn the opposites.***
A: advantage, agree, obvious, private, limited, profit;
B: unlimited, nonprofit, secret, disagree, disadvantage, public.

Assignment 8. ***Complete the sentences with the proper words from the list below:***
fail; proprietor; tax benefit; advantages; limited; general
1. If you establish a partnership you can get … from the government.
2. The possibility to attract big capital is one of the … of a corporation.
3. A sole … can make decisions himself. 4. … partners have unlimited liability for their business. 5. Your business may … if you lose interest in it. 6. The letters Ltd stand for … partnership.

Assignment 9. ***On the basis of the text define the following terms:***
general partner; limited partner; secret partner; silent partner.

Assignment 10. ***Group the terms given in ex.9 a) on the basis of liability and explain the difference; b) on the basis of authority and explain the difference.***

Assignment 11. ***Characterize the advantages and the disadvantages of each form of ownership.***

	advantages	disadvantages
Sole proprietorship		
Partnership		
Corporation		

Assignment 12. ***Translate into English.***
1. Одноосібний власник несе необмежену відповідальність за свій бізнес. 2. Цей ресторан дає велику частку прибутків нашої фірми. 3. У Великій Британії

партнерством називають об'єднання від 2 до 20 осіб. 4. Наш таємний партнер може забезпечити фінансовий капітал. 5. Які ваші повноваження у керівництві фірми? 6. Компанія має можливість інвестувати капітал в нове обладнання. 7. В чому перевага партнерства з обмеженою відповідальністю? 8. Корпорації закладів освіти є неприбутковими.

Grammar point:
THE PAST INDEFINITE TENSE **Active Voice**
Минулий неозначений час **Активний стан**
Форма: **Past Indefinite**

Ствердження

I/he/she/it/we/you/they	finish**ed**	school	last year.

Запитання

Did	I/he/she/it/we/you/they	finish	school	last year?

Заперечення

I/he/she/it/we/you/they	**did** not	finish	school	last year.

The Past Indefinite Tense **Passive Voice**
Минулий неозначений час **Пасивний стан**
Форма: **was/were+ Past Participle**

Ствердження/ заперечення

I/he/she	was/ was not	asked	a lot of questions at the interview.
We/you/they	were/were not		

Запитання

Was	I/he/she	asked	a lot of questions at the interview?
Were	we/you/they		

Вживання:

Дія:	Приклад:
Закінчена дія в минулому (із вказівкою на час дії)	I **went** to Kyiv *last week*. These goods **were sold** everywhere.
Послідовність дій в минулому (в оповіданнях, розповідках)	Nick **got up** in the morning, **did** physical Assignments, **took** a shower and **began** to prepare for the exam.
Звична, повторювана дія в минулому	When I **was** a student I often **helped** my parents with their business.

!!Обставини часу, характерні для Past Indefinite, чітко співвідносять дію з певним часом в минулому: *last week, two days ago, in 2006*, etc.
In such cases we use the structure **to be going (to do something).** Study the following examples.
a) There is an interesting film on TV tonight. I **am going to watch it. -** Я збираюсь подивитись його /план на майбутнє/.

b) Look at those clouds – it **is going to rain**. – Напевно, піде дощ /впевненість, що дія відбудеться/.

Assignment ***13. Read a sentence about Ann's daily routine and write a corresponding sentence in the past as is shown below:***

Usually Ann gets up rather early. – Yesterday Ann got up later than usual.

1. Ann usually gets to her work by bus.-Yesterday…
2. Ann is never late for work. – Yesterday …
3. Ann works from 10 to 19. – Yesterday…
4. Ann has a break for lunch at 14. – Yesterday…
5. In the evening Ann usually meets her friends and goes out with them. -…

Assignment 14. ***Insert one of the following verbs in the past form in each sentence:***

be, buy, cost, make, sell, spend, teach

1. Ann … a lot of money yesterday. She … a dress which …$50. 2. I badly needed some money so I … my car. 3. He … me how to drive when I … 18. 4. Last year the company … a big profit.

Assignment 15. ***Give two passive variants of the following sentences as in the model:*** This company sold *us some new equipment*. - 1. *We* were sold some new equipment by this company. 2. *Some new equipment* was sold to us by this company.

1. He told us an interesting episode from his life. 2. She gave them the most complete information. 3. He presented our plan to the management. 4. Businesses provided consumers with a wide range of goods and services. 5. We supplied our customers with high quality products.

Assignment 16. ***Choose the proper form of the verb to complete the sentence.***

1. His decision (based/was based) on a carefully calculated plan. 2. We (expected/were expected) a letter from our friend. 3. Our business (managed/was managed) quite successfully. 4. All risks (accepted/were accepted) by our partners. 5. They (made/were made) their products highly competitive. 6. Their products (made/were made) of high quality components. 7. The company (owned/was owned) a few factories in this part of the country. 8. The company (owned/was owned) by a successful entrepreneur. 9. She (accepted/was accepted) the changes in our plan. 10. The process (controlled/was controlled) at each step.

Assignment 17. ***Add question-tags to the following statements:***

1.They have partners in all European countries, …? 2. You are here for the first time, …? 3. He didn't earn much for this project, …? 4. Their tools were the best in the world market, …? 5. Private ownership is a cornerstone of a market economy,…? 6. They were elected to the Parliament, …? 7. These products are not imported from Europe,…?

UNIT 6

BUSINESS ORGANIZATION STRUCTURE

Grammar: Infinitive of purpose.
The Past Continuous Tense: Active and Passive Forms

Assignment 1. ***Read and learn the following words and word combinations.***
organization structure – організаційна структура;
line organization structure – організаційна структура з лінійним підпорядкуванням;
line and staff organization structure –організаційна структура з основним та допоміжним персоналом;
matrix organization structure – матрична організаційна структура;
position – посада; **to hold a position –** обіймати посаду;
two-way – двосторонній;
authority – права, повноваження;
communication – зв'язок, спілкування;
supervisor – керівник;
inflexibility – негнучкість;
chain of command – ланцюг розпоряджень; система менеджменту, за якою права та обов'язки делегуються від вищих до нижчих ланок керівництва;
to advise – радити, давати поради; **advice –** порада;
staff – кадри, працівники, персонал, штат, співробітники;
personnel – штат, персонал;
line personnel - основний персонал;
staff personnel – допоміжний персонал;
line and staff relations - зв'язки між основним та допоміжним персоналом;
legal advising – юридичні поради/консультації;
advisory function – дорадча функція;
to hire – наймати на роботу;
to arrange for – домовлятися (щодо); влаштовувати;
to handle – керувати, регулювати, контролювати;
to respond – відгукуватись, реагувати;
high-tech industry - галузь високих технологій;
to dominate – домінувати, переважати, впливати;
to focus on – зосереджуватись на;
interdepartmental – міжвідомчий, між окремими підрозділами;
teamwork – праця командою;
to cause – викликати, спричиняти;
appearance – поява, виникнення.

Assignment *2. Read and translate the following text.*

BUSINESS ORGANIZATION STRUCTURE

In business **organization structure** means the relationship between **positions** and people who **hold the positions**. It provides an efficient work system as well as a system of communication. The three forms of the organization structure are 1) **line organization structure,** 2) **line-and-staff organization structure**, 3) **matrix organization structure.**

A line organization structure is the one in which there is a direct **two-way** line of responsibility**, authority** and **communication** running from the top to the bottom of the organization. The main idea of such organization structure is to provide direct vertical relationship between the position and tasks of each level, and the positions and tasks above and below each level. A line structure clearly defines responsibilities and authority at each level; it is easy to understand as it provides one **supervisor** for each person. However, a line organization structure may have some disadvantages like certain **inflexibility,** too long **chain of command** and communication, few specialists or experts to **advise** people along the line.

To minimize the disadvantages of simple line organization structure most businesses today have both **line** and **staff personnel** and apply a line-and-staff organization structure. Line personnel perform functions that directly fulfill the main goals of the organization, which are making the product, distributing it, and selling it. Staff personnel perform functions that advise and assist line personnel in performing their tasks. Staff employees conduct marketing research, provide **legal advising**, **hire** personnel, and **arrange for** credit or advertising. Staff people usually serve **advisory function**, they usually cannot tell line managers or their workers what to do. Different organizations **handle line-staff relations** in different ways, designing systems that enable line and staff managers to co-operate and **respond** more quickly to market changes.

Today's economy is **dominated** by new kinds of organizations in **high-tech industries** such as biotechnology, robotics and aerospace. Such businesses **focus on** developing new products, creativity, special projects, rapid communication and **interdepartmental teamwork**. All these factors **caused** the **appearance** of a new type of organization structure- a matrix organization structure. A matrix structure is the one in which specialists from different parts of the organization are brought together to work on specific projects but still remain part of the line-and-staff structure. In other words, a project manager can borrow people from different departments to help to design and market new product ideas. This organization structure is now widely used in high-tech industries as well as in banking, management consulting firms, accounting firms, advertising agencies.

Assignment 3. ***Answer the following questions.***

1. What does organization structure mean in business?
2. What does organization structure provide?
3. What forms of organization structure do you know?
4. Can you explain the main idea of a line organization structure?

5. What are the advantages and disadvantages of a line organization structure?
6. What are the functions of line/staff personnel in a line-and staff organization structure?
7. How do different organizations handle line-staff relations?
8. What organization structure is typical for high-tech industries?
9. Why was a matrix organization structure designed?
10. What is the main idea of a matrix organization structure?
11. In what businesses is a matrix organization structure applied?

Assignment 4. ***Translate into English.***
Забезпечувати ефективну систему зв'язку; посада та завдання кожного рівня організації; двостороння лінія зв'язку; чітко визначені права та обов'язки; певна негнучкість; щоб мінімізувати недоліки; реклама; робота командою із залученням співробітників різних підрозділів; збирати разом; створювати та впроваджувати на ринок.

Assignment 5. ***Translate into Ukrainian.***
An efficient system of work; direct vertical relationship; from the top to the bottom of an organization; however; too long chain of command; to fulfill the main goals; marketing research; legal advising; to serve an advisory function; to handle relations, creativity; to cause the appearance; as well as.

Assignment 6. ***Match and learn the synonyms***.
A: perform, personnel, help, order, responsibility;
B: command, duty, fulfill, staff, assist.

Assignment 7. ***Match and learn the opposites.***
A: above, flexible, specific, rapid, borrow, similar:
B: lend, slow, below, different, inflexible, general.

Assignment 8. ***The prefix inter- means 'between, from one to another'. Add the prefix inter- to the following words, explain their meaning and translate them.***
National, continental, planetary, dependent, departmental, relation, view.

Assignment 9. ***Insert words formed in ex.8 to complete the sentences.***
1. If the team is created from the staff of different departments it is called … . 2. … trade provides world stability. 3. Many economic problems arise form … between supply and demand. 4. I was asked a lot of questions at the job … . 5. This equipment was designed for … space flights.

Assignment 10. ***Complete the sentences with the proper words from the list below:***
rapid communication, responsibilities and authority, the marketing department, advice and assistance, report, orders
1.Staff people usually give … to line personnel. 2. If you want to distribute this product efficiently you must consult with… . 3. A matrix organization structure

provides … between the members of the team. 4. Are your … clearly defined? 5. In a line structure you … to a person above your level and give … to employees below your level.

Assignment 11. ***Translate into English.***
1. Ваш прямий обов'язок – встановити двосторонній зв'язок між керівництвом та всіма відділами. 2. Його доповідь була зосереджена на недоліках нового проекту. 3. Основний персонал фірми створює новий продукт, в той час як допоміжний персонал надає різні послуги. 4. Ця посада має широкі повноваження. 5. Нова система була спланована, щоб швидше реагувати на зміни ринку.

Grammar point: Infinitive of purpose.
The Past Continuous Tense: Active and Passive forms

* We often use infinitive to talk about the purpose of doing something (why someone is doing something).
E.g. I study English **to communicate** with people from different countries. – Я вивчаю англійську (**для того**), **щоб спілкуватись** з людьми з різних країн.

Assignment 12. ***Use the prompts in brackets to answer the following questions.***
1. Why do most organizations today have both line and staff personnel? (to minimize the disadvantages of simple line organization).
2. Why do organizations employ staff personnel? (to advise and assist line personnel).
3. Why must top managers design efficient systems of line-staff relationships? (to enable line and staff managers to co-operate).
4. Why are interdepartmental teams organized? (to work on specific projects).
5. Why did a project manager borrow people from different departments? (to help design and market a new product).

The Past Continuous Tense: Active and Passive forms
THE PAST CONTINUOUS TENSE Active Voice
Минулий тривалий час Активний стан

Форма: **was / were + Present Participle**
Ствердження /заперечення

I/he/she/it	was/was not	watching	the Olympic Games	the whole day yesterday.
We/you/they	were/were not			

Запитання

Was	I/he/she/it	watching	the Olympic Games	the whole day yesterday?
Were	we/you/they			

The Past Continuous Tense Passive Voice
Минулий тривалий час Пасивний стан

Форма: **was/were + being + Past Participle**

Ствердження/ заперечення

I/he/she/it	was/was not	being watched	during the test of the equipment.
We/you/they	were/were not		

Запитання

Was	I/he/she/it	being watched	during the test of the equipment?
Were	we/you/they		

Вживання:

Дія	Приклад
Дія, яка розгорталась у певний момент часу в минулому	I **was talking** to a client at 5.The equipment **was being tested** at 7.
Дія, ситуація або стан, які мали місце протягом певного періоду в минулому	My father **was working** for this company for twenty years. The audit **was being performed** during the last week.
Тривала дія, що відбувалась одночасно з іншою дією в минулому(тривалою або ні)	While we **were coming** down the stairs the lift **was being repaired**.

!! Обставини часу, які вживаються в минулому тривалому часі: *at 5 o'clock, at that time, from 6 till 7, the whole day long, etc.*

Assignment 13. ***Here is a list of things that Mike Bright, a manager of the personnel department, did yesterday and the times when he did them.***
9-10 – looked through the application forms and documents;
10-13 – interviewed applicants for a vacant position;
13-14 – had lunch in a nearby restaurant;
14-16 – prepared a report on the results of the interview;
16-18 – presented his report to the head of the personnel department.
Write sentences about what Mike Bright was doing at these times:
At 9.30 Mike was looking through …
At 12 Mike…; at 13.30…; at 15…; at 17.30 …

Assignment 14. ***Put the verbs in brackets into the correct form: past continuous or past indefinite.***
1. He (to make) a report when I (to enter) the room. 2. She (to explain) our responsibilities while the secretary (to take) the notes. 3. He (to read) the newspaper when the telephone (to ring). 4. We (to conduct) marketing research while they (to organize) an advertising campaign. 5. They (to discuss) the characteristics of the new model while the engineers (to demonstrate) it. 6. When I (to join) the project she (to work) on the product design.

Assignment 15. ***Make these sentences passive.***
1. They were building a new factory on the outskirts of the city. 2. He was improving the project all day long. 3. The technician was repairing the car while he was waiting. 4. She was designing a new product symbol for nearly a month. 5. The waiter was serving dinner at around 5 o'clock. 6. They were modernizing the plant for nearly a year.

Assignment 16. ***Make up questions beginning with the words in brackets.***
1. All employees were reporting at the meeting. (Who?) 2. He was always borrowing people from our department. (Whom?) 3. The road was being repaired for two weeks. (How long?) 4. All the documents were being checked from 12 to 17. (When?) 5. This system was being used for many years. (What?)

Past Indefinite vs Past Continuous
We use the Past Simple:
- for events or actions in the past:
e.g. In her youth she worked hard at English.
We use the Past Continuous:
- for actions in progress past:
e.g. I was doing the translation all afternoon.
- for actions that was in progress when another action happened. The second action is in the Past Simple:
e.g. When we came she was interviewing a new secretary.

Assignment 17. ***Choose the correct form:***
1. He become/was becoming a very reach man when he was just 25. 2. The weather was terrible, it rained/was raining the whole day. 3. While Maria was writing the report, Henry looked/ was looking for more information. 4. At 7 o'clock this morning she studied/was studying. 5. The student was reading a magazine while the professor spoke/ was speaking. 6. Henry ate/was eating a snack at midnight last night. 7. It snowed/was snowing heavily when he was waking up/woke up. 8. I talked/was talking to my boss when you rang. 9. He often borrowed/was borrowing from me when we students. 10. Last year they were dividing/divided their business into two.

Assignment 18. ***Complete the sentences using the correct form (Past Simple or Past Continuous) of the verbs in brackets:***
1. While my brother (study) for his exam, I (translate) a newspaper article into Ukraine. 2. Tom (write) a letter to his family when his pencil (break). 3. When I clean the house, I (find) some old letters. 4. The doorbell (ring) while I (have) a bath. 5. They (build) a new bank when I (be) there last year. 6. My friend (own) this company but the state (buy) it and (bring) into public sector. 7. I (phone) my parents when the door bell (ring). 8. We (not hear) the phone because we (sing). 9. During his visit to Switzerland he (go) skiing every weekend. 10. While he (watch) television he hear a loud cry for help.

Assignment 19. ***Translate into English:***

1. Вони дивилися телевізійну програму, коли прийшла мати і розповіла їм багато цікавої інформації. 2. Ми добре навчилися задовольняти потреби наших клієнтів, коли намагалися стати лідером у секторі послуг. 3. Англія закупила товарів на $2 мільйони в минулому році. 4. Він не виконав роботу вчасно і тому залишився в офісі після роботи. 5. Його родина приватизувала декілька великих магазинів нашого міста два роки тому. 6. Він припинив постачання обладнання для нашого заводу ще у минулому році. 7. Вона прилетіла в Київ о десятій годині ранку і одразу зателефонувала на фірму. 8. Поки вона вчилась на менеджера, вони ліквідували її фірму. 9. Ми добре навчилися задовольняти потреби наших клієнтів, коли намагалися стати лідером у секторі послуг. 10. Коли він постачав вам сировинні матеріали, він переслідував свої власні інтереси.

Assignment 20. ***Fill in the gaps with the correct past continuous and past simple forms of the verbs in brackets.***

When I (arrive) at the station, Raimond (wait) for me. He (wear) a nice black suit and he (hold) a red rose in his right hand. When I (get off) the train, he (run) up to me and (kiss) me passionately. It (rain) heavily so he (take off) his jacket and (put) it over my head. I (tell) Raimond to go to a café so that we could talk, but he (insist) on going to another place. While he (drive), I (throw) a look at him. He (smile) all the time, but he also (look) nervous. He finally (stop) his car on the top of a hill with fantastic views. It was so wonderful. We (get out) of the car, and he (kneel) in front of me and (take) a ring out of his pocket. “Kathy, will you...” he said. “Listen, Raimond, I want to break up with you,” I interrupted.

Assignment 21. ***Put the verbs in brackets into the past simple or the past continuous.***

1. When they (walk) on the ice, they (fall). 2. As Mike (run), a dog (attack) him. 3. My bag (break) when I (go) home. 4. Mary (wear) a new dress when I (see) her. 5. As I (carry) my books, my phone (ring). 6. I (hear) the news when I (have) lunch.

Assignment 22. ***Put the verbs in either past simple or past continuous tense.***

1. Helen (do) her weekly shopping when she (meet) her old friend, June. 2. The sun (shine) when I (get) up this morning. I (feel) so tired! 3. Jim (wait) at one airport while Max (wait) at the other. What a disaster! 4. It (rain) very hard, so the referee (decide) not to play the match. 5. When the police (arrive) at the party, the music (play) very loud and everybody (shout). 6. The mail (arrive) very late today. It (come) after eleven o'clock. 7. Joan (become) very angry this morning. She (speak) to an important client and someone (enter) the room without knocking. 8. Hank (cook) in the kitchen. His sister (offer) to help but Hank (refuse).

UNIT 7

BUSINESS FINANCING.

Grammar: Present Perfect: active and passive forms

Assignment 1. ***Read and learn the following words and word combinations.***
finance – фінанси, фінансова справа; прибутки, гроші;
financial statement – фінансовий звіт; **financing** – фінансування;
funds – фонди, кошти, суми**;**
internal funds – власні кошти; **external funds** – залучені кошти;
to raise funds – залучати кошти; syn. **to obtain funds**;
to monitor funds – контролювати кошти;
to meet one's expenses – покривати (чиїсь) витрати;
depreciation – амортизація; знецінювання;
assets – активи, майно, капітал, власність, кошти, фонди;
to wear out – зношуватись, спрацьовуватись;
to cover the cost – покривати вартість/ витрати (на щось);
equity funding – акціонерний спосіб утворення грошового фонду підприємства;
bond – облігація; боргове зобов'язання; syn. **note;**
debt – борг; **debt funding** – утворення грошового фонду підприємства за допомогою позики/кредиту;
negotiable – обіговий; такий, що можна купити і продати;
securities – цінні папери;
security exchange – біржа цінних паперів, фондова біржа; syn. **Stock Exchange**;
loan – позика, кредит;
short-term/long-term loan – короткострокова/довгострокова позика;
to make a loan – надати позику;
to be eligible for a loan – мати право на позику;
interest – прибуток з капіталу; процент; відсоток;
to charge interest – нараховувати відсотки;
line of credit – кредитна лінія;
principal – запозичена сума;
to mature – підлягати погашенню/оплаті; наставати (про строк платежу); syn**. to come due**;
balance sheet – балансовий звіт;
income statemen – звіт про прибуток; syn**. profit and loss statement, costs and revenues statement;**
liabilities – пасив (балансу); борги, заборгованість;
net worth – власний капітал; різниця між активами і пасивам

Assignment 2. ***Read and translate the following text.***

BUSINESS FINANCING

An important function of business is **financing**, that is the way business **raises** and **monitors** funds. Most organizations have finance departments or a manager in charge of financial operations.

Most of the money used by business comes from the sale of its products and services. As these funds come from within the firm they are described as internal funds. The rest must come from outside and is described as **external funds**.

As a firm sells its products or services it receives money, which it uses to **meet its expenses**. One of these expenses is **depreciation**, which represents the cost of replacing **assets** (like tools, machinery, and buildings) that **wear out**. Typically business uses internal funds **to cover the cost** of depreciation.

Business can raise external funds in two ways: it can issue shares (stock) in exchange for money or property **(equity funding**), or by borrowing in exchange for **bonds (notes**), that is **debt funding**. Both stocks and bonds are **negotiable,** that is one can buy and sell them at the security exchange (Stock Exchange).

Banks **make loans** to corporations, organizations, to small companies and individuals. For this service banks always charge **interest**. To decide whether a business should receive a loan the bank examines its **financial statement**. If the company is **eligible for a loan**, it may choose a **long-term loan** or a **short-term loan**.

For short-term loans the **principal** (the amount borrowed) must be repaid within a year. Long-term loans **mature (come due)** in more than a year. Short-term loans are used to finance the everyday costs of doing business such as wages and salaries, raw materials, etc. Long-term loans are used to buy equipment, buildings and other expensive items.

The amount of money that company can borrow from a bank is a **line of credit**. This top amount of customer's credit is based on the profits and earnings of a business.

Two of the most important pieces of financial information on business are the **balance sheet** and the **income statement**. The balance sheet summarizes the firm's assets (what it owns), the firm's **liabilities** (what it owes) and its **net worth** (the difference between the two sums) at a given time. The income statement summarizes the firm's revenues, costs and the difference between the two (the profit or loss) over a period of time.

Assignment 3. ***Answer the following questions:***

1. What is financing?
2. What personnel are in charge of financial operations?
3. What are internal funds and how are they used?
4. What does depreciation represent?
5. How do businesses raise external funds?
6. How do short-term and long-term loans differ?
7. What documents reflect financial information on business?
8. How do banks take part in business?
9. What do we call credit line?
10. What information is given in the balance sheet?

11. What can we learn from the income statement?

Assignment 4. ***Translate into English.***
спосіб, яким бізнес залучає та контролює кошти; решта/залишок; покривати витрати на амортизацію; акції; облігації; фондова біржа; довгострокові кредити підлягають оплаті; сировина; підсумовувати; борги фірми; в певний час; збитки.

Assignment 5. ***Translate into Ukrainian.***
money comes from the sale; within/outside the firm; typically; to raise external funds; securities; negotiable; must be repaid; everyday costs of doing business; expensive items; firm's assets; firm's revenues; over a period of time.

Assignment 6. ***Match and learn the synonyms.***
A: shares, bond, loan, revenues, expenses, funds;
B: credit, profit, stocks, capital, note, costs.

Assignment 7. ***Match and learn the opposites.***
A: costs, cheap, liabilities, outside, internal, loss;
B: external, within, expensive, assets, profit, revenues.

Assignment 8. ***Complete the sentences with the proper words from the list below:***
the cost of depreciation, to raise funds, net worth, to meet, raising and monitoring, internal funds, loan
1. Our finance department is in charge of … the company funds. 2. The firm has received a 5-year… to buy new machinery. 3. We have started a new project so we have to work hard … our expenses. 4. Don't forget to include … into income statement. 5. The balance sheet shows the firm's … at a given time. 6. The management of the firm decided … by borrowing. 7. As the company started a new line of products their … have increased.

Assignment 9. ***Translate into English.***
1. Фінансування – це спосіб залучення та контролювання коштів.
2. Власні кошти фірми надходять від продажу продукції, тоді як залучені кошти надходять зовні.
3. Ми можемо покрити витрати на амортизацію власними коштами.
4. Чи фірма вже виплатила цю довгострокову позику?
5. В цьому році компанія придбала деяке нове устаткування для заміни старого.
6. Фінансовий відділ вже склав балансовий звіт за перший квартал.
7. Бізнес може залучити зовнішні кошти двома шляхами: або випустити акції, або отримати позику.
8. Акції цієї компанії продаються на фондовій біржі.
9. Звідки надійшли ці кошти?
10. Строк виплати вашої позики настав.

Assignment 10. ***Make a list of the key terms on the topic. Get ready to define the terms on your list using the information from the text.***

Grammar point:
THE PRESENT PERFECT TENSE **Active Voice**
Теперішній перфект ний/доконаний час **Активний стан**
Форма**: have/ has+ Past Participle**
Ствердження/заперечення

I/we/you/they	have(‘ve)/have not(haven’t)	written	such reports	before
He/she/it	has(‘s)/has not(hasn’t)			

Запитання

Have	I/we/you/they	written	such reports	before?
Has	he/she/it			

The Present Perfect Tense **Passive Voice**
Теперішній перфект ний час **Пасивний стан**

Форма: **have/has + been + Past Participle**
Ствердження/заперечення

I/we/you/they	have/have not	been asked	such questions	before.
He/she/it	has/has not			

Запитання

Have	I/we/you/they	been asked	such questions	before?
Has	he/she/it			

Вживання:

Дія	Приклад
Дія, яка відбувалася у невизначений момент часу в минулому, **результат** якої наявний у теперішньому часі	I **have finished** the calculations. You may use them now. I**'ve lost** my text-book. Can you borrow me yours?
Дія, що почалася в минулому і тривала до моменту мовлення (*up to now, lately, recently, so far, since, not yet*)	My friends **have not arrived** *yet.* Only these results **have been examined** *so far.*
Дія, яка відбулася в період часу, який ще не закінчився (*today, this week, this year*).	He **has finished** school *this year*.

!!Обставини, що вживаються з теперішнім перфектним часом (прислівники неозначеного часу і частотності) *already, just, ever, never, before now, since, for, yet***,** *seldom, often.*

Assignment 11. ***Use the verb in brackets in the Present Perfect tense to state the 'present result' of the past action or event. Translate the sentences.***

1. Our company (to issue) stocks. Now they are on sale at Stock Exchange. 2. Their funds are limited. 4 (to cover) the cost of depreciation with all their internal funds. 3. We are going to have bad times. Our financial manager (to state) the negative balance. 4. Why is there no money on our bank account? - We (to use) it to cover our expenses. 5. Let's go shopping. I (to receive) my salary. 6. They (to get) a long-term loan and plan to replace the equipment.

Assignment 12. ***Use the Present Perfect tense instead of the negative form of the Present Continuous tense as in the model:***

I am not reading the book. - I have just read the book.

1. He is not calculating his profits. 2. They are not financing this project. 3. We are not exchanging our money. 4. She is not selling her shares. 5. I am not buying these bonds. 6. He is not receiving a loan. 7. They are not making a balance sheet. 8. We are not repaying the principal. 9. They are not using equity funding to raise funds. 10. She is not performing this transaction. 11. We are not discussing his plan. 12. He is not writing a report. 13. I am not answering their letter. 14. They are not ordering these goods. 15. She is not calling her partner.

Assignment 13. ***We use the Present Perfect tense when we talk about the period of time that continues up to the present, e.g. today, this week, this month, etc. Make questions with the words given as in the model:***

You/ repay/ loan/ this month? - Have you repaid loan this month?

1. You/ read/ the newspaper/ today?
2. He/ buy/ any bonds/ this year?
3. She/ prepare/ the income statement/ this week?
4. They /replace/ their equipment / this month?
5. This company/ issue / shares/ this year?

Assignment 14. ***We often use the Present Perfect tense with "indefinite expressions of time", such as just, already, recently, ever, never(in middle position after the verb "have"), yet (at the end of questions and negative sentences). Use the verb in brackets in the Present Perfect tense, mind the position of "time expression":***

1. He (already, to buy) this company's shares. 2. They (never, to use) internal funds to repay the loans. 3. She (yet, not to prepare) the balance sheet? 4. I (just, to see) the manager to discuss the firm's assets. 5. You (ever, to be) at the Stock Exchange? 6. The loan (already, to mature). 7. I (never, to speak) at the company meetings. 8. We (yet, not to negotiate) the terms of the loan. 9. He (just, to read) their income statement. 10. She (already, to sell) her shares in business.

* Learn the two meanings of **since:** 1)сполучник часу, що вказує на початок процесу, що безперервно триває з якогось часу в минулому - *з; з того часу, як*; 2) сполучник причини, що вводить підрядні речення причини—*оскільки; так як; через те, що.*

Assignment 15. ***Read and translate the following sentences.***
1. You can give them a long-term loan since we have checked their financial statement. 2. We have been partners since 1998. 3. Since the equipment is worn out we have to replace it. 4. He has performed these transactions since the time he was employed by this firm. 5. We do not travel a lot since we are saving money for a new flat. 6. She has written a lot since her first book was published.

***** Learn the difference between **since** and **for.**
Since is used to give the starting point of actions or situations that continue up to the moment of speaking**;** it is followed by the reference to the *point of time* (e.g. since April 24th).
For is used to say how long an action or situation lasts; it is followed by a reference to a *period of time* (e.g. for three months).
Since: 8 o'clock; he finished school; 2002; last Monday; etc.
For: 2 hours; a week; a long time; ages; etc.
e.g. I have known him since he finished school.
I have known him for a long time.

Assignment 16. ***Insert since or for in the following sentences:***
1. His father has been a managing director …10 years. 2.We have been friends … school years. 3. She has not written to us … two months. 4. They have not heard from him … he went abroad. 5. I have not met him … a week. 6. She has lived here … 2002.

Assignment 17. ***Choose the correct variant:***
1. He published/ has published a new book twice already.
2. I never was/have been to Italy, but I have gone/went to England last May.
3. I sent/ have sent them e-mail this week.
4. Did you register/Have you registered your ticket yet?
5. The plane from Paris has landed/landed an hour ago.
6. How many schools did/have you studied in?
7. The shop never made/has made any money.
8. Did it stop/Has it stopped snowing yet?
9. Mary called/have called her employer yesterday.
10. She was/has been away on business since last Monday.

Assignment 18. ***Make the following sentences passive.***
1. They have already transferred the money. 2. The company has not received the loan yet. 3. We have just sold the last computer. 4. The accountant has already prepared the balance sheet. 5. He has never paid his debts in time. 6. The bank has recently charged the interest on our loan. 7. I have already answered their letter. 8. We have never raised this problem at our meetings. 9. He has already applied for a loan. 10. She has just calculated our revenues for the last quarter.

UNIT 8

ACCOUNTING

Grammar: Present Perfect vs Past Indefinite

Assignment 1.*Read and learn the following words and word combinations.*
account – рахунок; pl.-звітність; бухгалтерські рахунки;
accounts receivable – рахунки дебіторів;
accountant – кваліфікований бухгалтер;
certified public accountant (CPA - A.E.), **chartered accountant (C.A.** – B.E.) – дипломований бухгалтер вищої кваліфікації, аудитор
accounting – облік; бухгалтерський облік; офіційна звітність;
bookkeeping – бухгалтерія; бух.облік (від book-бухгалтерська книга);
bookkeeper – рахівник; бухгалтер;
entry – запис (від to enter- вписувати; заносити до запису);
financial entry – фінансовий запис;
double entry – подвійний запис;
ledger – бухгалтерська книга; бухгалтерський реєстр; головна книга;
to post – робити проводку; заносити в бухгалтерську книгу;
розносити рахунки;
assets – активи**;** opp**. liabilities** – пасиви;
fixed assets – основний капітал; основні засоби;
current assets – поточні активи;
to owe – бути винним, заборгувати;
owner's equity – статутний капітал; власний акціонерний капітал;
gross income – валовий прибуток; syn. **profit before taxes**;
expenses – витрати;
travelling and entertainment expenses-витрати на подорожі та розваги;
at someone's disposal – у чиємусь розпорядженні;
audit – аудит, перевірка.

Assignment 2. ***Read and translate the text:***

ACCOUNTING

Accounting is recording, classifying, summarizing and interpreting financial transactions to provide management and other interested parties with information they need to make correct financial decisions. Accounting process consists of two parts: **bookkeeping,** that is, mechanical process of recording, classifying and **posting** financial **entries** into the **ledger**, and accounting itself, that is, interpreting of financial data, making financial statements, designing accounting information system within a business and advising management on financial matters. Accounting deals with **accounts**, that is, financial entries grouped together by common characteristics.

Assets are everything that a business owns. Buildings, equipment, machinery, land are **fixed assets**; money, cash, **accounts receivable** are **current assets**.

Liabilities are obligations, debts of a business, what it **owes** to creditors, banks, suppliers, investors, customers and so on.

Owner's equity is the capital which the owner will receive if he sells all assets and pays all his liabilities. Owner's equity is assets minus liabilities.

Revenues are incoming money or **gross income** or **profit before taxes.**

Expenses mean outgoing money including salaries and wages, rent, **traveling and entertainment expenses.**

The final products of accounting are financial statements: Balance Sheet that shows financial position of a business at a definite point of time, and Income Statement (G.B. - Profit and Loss Account) that shows financial position of a business over a definite period of time: month, quarter, year.

The system of bookkeeping is based on the principle of the **double entry**, which means that each transaction is entered twice, as a credit in one account and as a debit in another account. If we deposit $ 100 US with a bank, for example, the bank enters a debit for the receiver and a credit for the giver. The former represents an asset to the bank, since it is a sum of money **at the bank's disposal**, as well as a liability, since one day it will have to be repaid.

Accounting is done by accountants. Highly qualified accountants (in the USA **certified public accountant**- CPA, in Great Britain **chartered accountant**- CA) can perform audit.

Assignment 3. ***Answer the following questions.***

1. What do we call 'accounting'?
2. What is the aim of accounting?
3. What are the two parts of accounting process?
4. How does bookkeeping differ from accounting?
5. Into what categories are all accounts grouped?
6. What do the following groups of financial entries like assets, liabilities, owner's equity, revenues, expenses characterize?
7. What are the final products of accounting?
8. What is the main difference between the balance sheet and the income statement?
9. How is the principle of double entry applied?
10. What do we call people who perform accounting and audit?

Assignment 4. ***Translate into English.***

підведення підсумку; фінансові операції; зацікавлені сторони; механічний процес запису; за спільними ознаками; зобов'язання; включаючи; заробітна платня; фінансовий звіт; у певний момент часу; за певний проміжок часу.

Assignment 5. ***Translate into Ukrainian***.

Interpreting; to make correct decisions; financial data; entries grouped together; debs of a business; incoming/outgoing money; the final product; financial position of a business; each transaction is entered twice; the former; at the bank's disposal.

Assignment 6. ***Match and learn the pairs of synonyms.***
A: obligation, enter, interpret, definite, supplier, gross income
B: particular, explain, provider, post, revenue, debt.

Assignment 7. ***Match and learn the pairs of opposites.***
A: incoming, correct, debit, receiver, assets;
B: credit, liabilities, outgoing, wrong, giver.

Assignment 8. ***Learn the plural form of the words of Greek and Latin origin. Translate them into Ukrainian:***

datum –data;	analysis –analyses;
medium – media;	basis – bases;
index – indices;	phenomenon – phenomena;

Use the correct form of the words given above in the following sentences:
1. This event was widely commented in mass … . 2. Employment is one of the most important … of economic activity. 3. Our group performed a thorough … of the Ukrainian steel market. 4. What financial… will you use in preparing income statement? 5. He has been observing these atmosphere … for several years. 6. Accounting provides the … for making correct decisions.

Assignment 9. ***Read and translate the following pairs of words:***
account-to account; post- to post; rent- to rent; record- to record;
show- to show.
Use the proper form of the word in the following sentences, translate the sentences.
1. He will … you his last article on interpreting statistical data. 2. She … all the expenses of the family. 3. How much does he pay for the … of this house? 4. This exhibition is a real … of the latest computer technology. 5. With what bank will you open your …? 6. I prefer to … a flat as I intend to stay here only for several months. 7. Service industry … for 65 % of the gross national product in the U.K. 8. Who is in charge of receiving … in your office? 9. Which of your bookkeepers … financial data into the ledger? 10. There are too many mistakes in this …. We cannot publish it.

Assignment 10. ***On the basis of the text define the following terms:***
accounting; bookkeeping; balance sheet; income statement; the principle of double entry.

Assignment 11. ***Complete the following sentences:***
Assets are everything … while liabilities are… .
Revenues mean … money while expenses … .
Owner's equity is … .

Assignment 12. ***Complete the sentences with the proper words from the list below:***
interpret; to enter; position; bookkeeping; the double entry; by common characteristics

1. Accounting consists of … and accounting itself. 2. In bookkeeping we apply the principle of … . 3. Financial entries grouped together … are called accounts. 4. How would you … these financial transactions? 5. The financial … of their business is very stable. 6. Haven't you forgotten … this transaction twice?

Assignment 13. ***Translate into English.***
1. Ми вирішили відкрити рахунок в цьому банку. 2. У них не має поточних активів, щоб виплатити зарплату. 3. Вони вже виплатили всі свої борги. 4. Ми щойно занесли цю операцію в книгу. 5. Вона заборгувала велику суму грошей і вирішила продати акції, щоб виплатити борг. 6. Фінансові звіти є кінцевим продуктом бухгалтерського обліку.

Grammar point: Present Perfect vs Past Simple

* Compare the use of Present Perfect and Past Indefinite:
e.g. We have just seen them (a past action which time is not definite) –Present Perfect.
We saw them last week (a past action, completed at a definite time in the past) –Past Indefinite.

Assignment 14. ***Complete the sentence using the correct form of the Past Simple or Present Perfect of the verbs in brackets.***
1. I am looking for Tom. You (see) him? – I (see) him last week, but not today.
2. He (organize) his sole proprietorship this year.
3. This morning I (take) a little walk.
4. We (be) to our main office since 7.30.
5. I (knew) the owner of his company all my life.
6. The company (change) a lot lately.
7. How long you (be) in your current job?
8. He (have) several jobs since he left our company.
9. It (rain) here for weeks.

Assignment 15. ***Translate into English:***
1. Вона завжди давала мені багато корисних порад.
2. Ми не бачили його вже два роки.
3. Я щойно заплатив йому за цю роботу.
4. Ви не одержали від нього жодного листа, чи не так?
5. Він надіслав нам ці документи позавчора
6. Вони інвестували в мій бізнес велику кількість грошей.
7. Його стаття була надрукована в нашому журналі.
8. Невже він повідомив нам цю новину?
9. Комп'ютери стали дуже популярними останнім часом.
10. Хто-небуть бачив мої ключі?

Assignment 16. ***Complete the sentences below with the present perfect or the past simple of the verbs in brackets.***

1. We (be) together since we (be) teenagers.
2. Since records (begin) in 1880, the global temperature (rise) 0.85 degrees Celsius.
3. Bennet is my best friend. I (meet) him at school, and we (be) friends for 50 years.
4. He (be) so active and sporty at university. But after the accident he (never/be) the same.
5. Yesterday Tom (tell) me that he would be here today, but he isn't here. He (be) away all day.
6. A: I (buy) a new car.
   B: Nice! When (you/buy) it?
7. A: (clean) your room yet?
   B: No, sorry. I (go) to the library after school.
8. He (read) the Bible 4 times. He was 15 the first time he (read) it.
9. This customer (be) here many times, but he (never/buy) anything.
10. I (stop) smoking two years ago. I (smoke) for 22 years.

Assignment 17. ***Put the verbs in the correct form, Present Perfect or Past Simple.***

1. We … to the restaurant last night. (go) 2. I … there for ages. (not / be) 3. Hector … his last summer holiday in the country. (spend) 4. James … all the rules by heart. (learn) 5. Charlotte … yet. (not / arrive) 6. I … a lot of money last month. (earn) 7. The people … the latest decisions of their authorities. (not / like) 8. you ever … this food? (try) 9. The kids … their grandparents last Sunday. (visit) 10. you … the birds in the garden yesterday? (feed) 11. We … this man near our house this morning. (see) 12. I … at home last weekend. (not / stay) 13. You … me about it already. (tell) 14. I … over 7 books this month. (read) 15. We … that problem many weeks ago. (discuss)

Assignment 18. ***Use the verbs in brackets in the proper past tense form.***

Yesterday we (have) a meeting where all the staff of our accounting department (be) present. The manager (tell) us that the audit (complete) already. He (read) the final document which he (receive) the other day.

In the scope paragraph the auditors (enlist) the documents that they (examine) and the standards that they (use) in their examination. Of course, the most important for us (be) the opinion paragraph in which they (evaluate) our activity. There the auditors (state) that they (discover) several irregularities in our accounting records. They (point) out that these errors (lead) to serious mistakes in the Income Statement for the last quarter. They (propose) to use a more reliable modern accounting system to avoid such mistakes in the future.

Assignment 19. ***Choose the correct answer.***

1. I'm really hungry. I (haven't eaten / didn't eat) yet. 2. They (arrived / have arrived) a week ago. 3. We (have worked / worked) here for three years. 4. They (didn't recognise / haven't recognised) me at yesterday's meeting. 5. Our neighbour (was /

has been) in hospital since Friday. 6. (Have you travelled / Did you travel) abroad many times?

Assignment 20. ***Complete the sentences with the correct form of the verbs in brackets. Use the Past Simple or the Present Perfect Simple.***

1. John ..... (not call) me recently. 2. They ..... (buy) a new car last month. 3. The teacher ..... (not return) the tests yet. 4. How long ..... she ..... (know) about this problem? 5. ..... you ever ..... (hear) such an unbelievable story? 6. When I was a child, I ..... (live) in England for two years. 7. He ..... (buy) me a beautiful gift for my birthday. 8. I am so excited to have a dog. I ..... (always / want) one.

Assignment 21. ***Correct the error in each of the sentences.***

1. Have you ever eat Chinese food?
2. Mr. Brown already left the office.
3. She has moved to another city last year.
4. We haven't been abroad since a year.
5. They have sent out the invitations yet.
6. The lesson has started ten minutes ago.
7. Jack hasn't seen Jill since she has graduated.
8. Did she just leave?

UNIT 9

AUDITING

Grammar: The Present Perfect Continuous Tense

Assignment 1. ***Read and learn the following words and word combinations.***

audit – аудит, перевірка, ревізія**; auditor**-ревізор, аудитор;
auditing –проведення ревізії.
to involve –стосуватися чогось, залучати щось, спричинювати (наслідки);
review – розгляд, огляд, перегляд; syn. –**revision, inspection** – перевірка, ревізія, інспекція;
evaluation – оцінка; syn**. judgment**, **opinion** – оцінка, судження, думка;
state authorities – державні органи влади;
irregularity – відхилення від норми; opp**. regularity**- правильність, закономірність, регулярність;
regular/ **irregular** – правильний, звичний/неправильний,незвичний;
misappropriation – незаконне привласнення, крадіжка, розтрата;
to maintain-підтримувати, зберігати в хорошому стані;
procedure- 1)порядок; процес; 2)операція; 3)метод, методика;
operating/operational procedure–метод роботи; виробничий процес
fiscal affairs- фінансові/бюджетні справи;
in regard to – стосовно, що стосується;
to complete – завершувати; **complete** - повний, завершений;
completion –завершення;
completeness- завершеність, повнота.
accuracy- точність, правильність, достовірність;
fairness- достовірність;
a scope paragraph – пункт/параграф, що стосується обсягу (перевірки);
an opinion paragraph – пункт/параграф, що стосується оцінки (висновків);
conclusion- висновок;
reliable- надійний; opp. **unreliable**- ненадійний;
non-existent- неіснуючий; opp**. existent**- існуючий;
State Treasury- Міністерство фінансів; державна скарбниця;
Control and Revision Administration- контрольно-ревізійне управління;

Assignment 2. ***Read and translate the following text.***

AUDITING

Auditing is an accounting function that **involves** the **review** and **evaluation** of financial records and financial position of a company. **Audits** are performed by

highly qualified accountants (auditors) ordered by the management of the company or by some **state authorities** (revision and control). Not so many years ago audits suggested that a company had financial difficulties or some **irregularities** in the records. At present audit is a normal and regular part of business practice.

There are two types of auditing: internal and independent.

Internal audit is a system of internal control against errors and **misappropriations**. Many companies employ their own accountants to **maintain** an internal audit. They continuously review **operating procedures** and financial records and report to management on the current state of the company's **fiscal affairs**. They check the accounting records **in regard** to **completeness** and **accuracy**, making sure that all irregularities are corrected.

Independent auditing is done by certified accountants who are not employees of the organization whose books they examine. Independent auditors review the business' operating activities; they examine financial statements, the accounting records and other business papers to determine the **accuracy** and **completeness** of the records. It is called **fairness** in the accounting terminology.

The accountant's judgment or opinion on the fairness of the records is written in a document sent to the client upon completion of the audit. It consists of a letter addressed to the client that includes a **scope paragraph** (list of documents that he has examined and the standards that have been used for the audit), and the **opinion paragraph** (the auditor's **conclusions)**.

Auditors can help the business to set up a reliable accounting system; they can also discover whether **non-existent** transactions have been entered into the books. Even in a small business mistakes in the books of accounts can lead to a business failure.

Audit and control is a controlling function of some state authorities (e.g. **State Treasury**, **Control and Revision Administration**) that involves the review and evaluation of financial records and financial position of the business, as well as managerial skills of the management and financial health of the organization.

Assignment 3.*Answer the following questions:*

1. What function is auditing?
2. What operations does auditing involve?
3. Who performs auditing?
4. Who orders audits?
5. Are audits a normal and regular part of business practice today?
6. What types of auditing do you know?
7. Who performs internal auditing and with what aim?
8. Who performs independent auditing?
9. What documents do independent auditors examine?
10. What is called "fairness" in the accounting terminology?
11. What does the final product of auditing include?
12. How can auditor help a business?
13. What state authorities can order audit and control?
14. What is evaluated in the course of such a control?

Assignment 4. ***Translate into English.***
фінансовий стан компанії; на замовлення керівництва; нещодавно; нормальна і звичайна практика; постійно; поточний стан; впевнитись; в термінології бух. обліку; достовірність; лист, адресований клієнту; привести до занепаду бізнесу.

Assignment 5. ***Translate into Ukrainian.***
highly qualified accountants; financial difficulties; internal control; business' operating activities; upon completion of the audit; to set up a reliable system; to enter a non-existent transaction into the book; managerial skills; business' financial health; opinion on the fairness of the records.

Assignment 6. ***Match and learn the synonyms.***
A: evaluation, error, accuracy, fiscal, management, revision;
B: financial, auditing, authority, mistake, judgment, fairness.

Assignment 7. ***Match and learn the opposites.***
A: regularity, existent, appropriation, internal, complete, reliable;
B: misappropriation, incomplete, unreliable, irregularity, non-existent, external.
Write out prefixes that form the opposite meaning. Use your dictionary to provide 2 more examples of each case.

Assignment 8. ***On the basis of the text define the following terms:***
audit, internal audit, independent audit, auditor

Assignment 9. ***Complete the sentences using the proper words from the list below:***
in regard to, current state, irregularities, completeness, to perform, standards, reliable, managerial skills
1. Have you mentioned the … used for the audit? 2. He received the highest mark for the … of his answer. 3. Which of your personnel will you employ … the audit? 4. She discovered some … in the accounting records. 5. Failure of this company was due to poor… of its management. 6. We have sent you the documents … the audit completed last month. 7. You can trust him. He is the most … person I have ever met. 8. We have just received the report on the … of our fiscal affairs.

Assignment 10. ***Translate into English.***
1. Аудитор зробить висновки після того, як аудит буде завершеною
2. Фінансова діяльність фірми буде перевірена до кінця березня.
3. Компанія стане прибутковою після того, як буде організована надійна система бух.обліку. 4. Аудитор встановлює, чи було зроблено помилку у записах. 5. Керівництво було задоволено тим, що всі помилки були виправлені.

Grammar point: The Present Perfect Continuous Tense Active Voice
Теперішній перфектно-тривалий час Активний стан

Форма**: have/ has+ been + Present Participle**

Ствердження/заперечення

I/we/you/they	have/have not	been working	all day long.
He/she/it	has/has not		

Запитання

Have	I/we/you/they	been working	all day long?
Has	he/she/it		

Вживання:

Дія	Приклад
Дія, яка розгорталася у певний період часу в минулому, нещодавно закінчилась і, часто, спричинила наслідок, наявний в теперішньому часі	I **have been working** in the garden all day. I'm tired. Your eyes are red. **Have** you **been crying?**
Дія, яка почалася в минулому, тривала певний період часу в минулому і продовжується зараз (з прийменниками *for, since*)	I **have been waiting** for him *for* two hours and he **hasn't come** yet. She **has been teaching** at our school *since* 1980.

!!Форма пасивного стану не використовується.

Present Perfect Continuous *чи* Present Perfect

Present Perfect Continuous	**Present Perfect**
Дія напротязі певного періоду часу: I've been studying English for two years.	Дія закінчена: I've baked the cake.
Дія, яка передбачає тривалість (wait, work, play, try, learn, rain): I have been playing tennis for several hours.	Дія короткочасна (find, start, buy, lose, break, stop): I've bought a new dictionary this week.
Тривала дія при невказаних числі та кількості:I've been reading all day today.	Закінчена дія при вказанихї числі, кількості: I've read ten chapters.

!! З певними дієсловами (**live, work, teach**) можуть вживатися обидва часи, якщо вжиті обставини *for* і *since***:**

She has been working with this corporation for ten years	She has worked for this corporation for ten years.

Assignment 11. ***Use the verbs in brackets in the Present Perfect Continuous Tense.***

1. The chief accountant (to do) his annual report for half an hour. 2. Students (to write) the final test for fifteen minutes. 3. Foreign guests (to wait) for us since 7 p.m. 4. Our professor (to teach) International Marketing since 1985. 5. Our company (to sell) a wide range of component parts for five years. 6. How many months they (to create) this project? 7. Since when you (to look) for our documents? 8. Our partners (to distribute) a lot of modern equipment since they started their production. 9. The

Vice President of the international company (to hold) the negotiations for a week already. 10. What the secretary (to do) in the office since morning?

Assignment 12. ***Use the verb in brackets in either Perfect Simple or Perfect Continuous form.***

1. He (not to work) very well recently. 2. He (not to work) for years. 3. I (to learn) irregular verbs all afternoon. 4. I (to learn) irregular verbs – ask me any. 5. I am tired – I (to calculate) our expenses all day. 6. I (to calculate) our expenses – we spend too much on clothes. 7. Sorry about the mess - the workers (to install) new computers in my office. 8. The workers (to install) new computers and we can start working now. 9. They (to monitor) the situation since the elections started. 10. They (to monitor) the situation – here is their report.

Assignment 13. ***Put the verbs in brackets in either the Present Perfect or Present Perfect Continuous.***

1. How long you (study) English? – For about 6 years already. I (take) an advanced course at the institute recently. 2. We already (finished) collecting this information. We (do) this for the last two weeks. 3. The consumer prices (fall) by 2% this quarter. The government (predict) this trend since the beginning of the year. 4. They (discuss) the sales contract in detail for the whole week and eventually (agree) to sign it. 5. You look so happy! What's the matter? - The management (approve) the project which our team (work at) for the last two months. 6. He (not decide) yet which profession to choose: marketing or management. He (talk) about this since autumn. 7. …Lora (come) back? – No, she (consult) with our lawyers for 2 hours already but they (not reach) any decision yet. 8. Everybody is pleased with his report. He (conduct) his research for three months and (communicate) his results at the conference this week. 9. They (establish) their sales network for years and (gain) leadership in this region – now they sell the best products and provide the best services. 10. The writer just (finish) the second part of the book for which his readers (wait) so long.

Assignment 14. ***Put the verb in brackets in either the Present Perfect or the Present Perfect Continuous.***

1. How long your company (to cooperate) with LG corporation? 2. We (not/ to see) our investors for two months. 3. The prices on consumer goods (to increase) by 10% this quarter. The government (to inform) about this fact since the beginning of the year. 4. The secretary just (to finish) to type the terms of the contract which his chief (to wait) for so long. 5. My friend (not/ to decide) yet which company to work in. He (to think over) this since winter. 6. She already (to write) some letters and to interview for candidates. 7. They (to discuss) the matter for some hours; but they (not/to reach) the agreement yet. 8. I (to think) about your offer since 8 a.m. but I (not/to take) any decision yet. 9. We (to analyze) the pricing for the whole month and eventually (to come) to an agreement. 10. Since when you (to make) innovations in the production of engines?

Assignment 15. ***Use the verb in the correct tense form: the Present Indefinite, the Present Continuous, the Present Perfect, and the Present Perfect Continuous.***

1. I never (to suppose) that he can drive a car. He (to drive) it now. He (to drive) it for an hour and a half. 2. The interpreter of our firm (to translate) the contract now. He (to work) over it since morning. He (not/to finish) translating it yet. 3. General manager (to arrive) to the office. She always (to come) to work at this time. She (to send) the e-mail now. 4. Where (to be) your colleague? – He (to work) in the office. He (to work) there at the moment. – How long he (to be) there? – He (to work) for three hours. 5. Why you (to look) so tired? – I (to prepare) my research on local market for the whole day, but it (not/to be) ready yet. 6. Foreigners (to try) to understand my "perfect" English for some minutes but they (to fail). 7. We (to wait) for the results of the experiment for many months. You (to send) the results already?

UNIT 10

CATEGORIES AND SPECIALIZED AREAS OF ACCOUNTING

Grammar: The Past Perfect Tense: Active and Passive Forms;
The Past Perfect Continuous Tense: Active Form.

Assignment 1. ***Read and learn the following words and word combinations.***

financial accounting – фінансовий облік;
managerial accounting – управлінський облік;
to generate reports – готувати звіти;
regulatory commission – комісія з регулювання;
financial analyst – фінансовий аналітик;
liquidity – ліквідність;
to convert – конвертувати, перетворювати;
operating activities – операційна діяльність;
specialized area – окрема (спеціалізована) галузь;
non-business organization – бюджетна організація; некомерційна організація;
pertinent – доречний; що стосується справи;
to attest to the accuracy – підтверджувати точність, свідчити про точність;
income taxation – оподаткування доходів;
coherent manner – зв'язний, узгоджений спосіб (метод);
non-reciprocating basis – на безоплатній основі;
tax authorities – податкові органи;
lawyer – юрист.

Assignment 2. ***Read and translate the text.***

CATEGORIES AND SPECIALIZED AREAS OF ACCOUNTING

Accounting information can be classified into two categories: **financial accounting** or public information and **managerial accounting** or private information.

Financial accounting **generates reports** and communicates them to external decision makers (stockholders, creditors, customers, suppliers, **regulatory commissions**, and **financial analysts)** so that they can evaluate how well the business has achieved its goals. These reports are called financial statements, they relate to the financial position, **liquidity** (that is, ability **to convert** to cash), and profitability of an enterprise.

Managerial accounting provides internal decision makers who are charged with achieving the goals of profitability and liquidity with information about financing, investing, and **operating activities**. Managers and employees who conduct business activities need information that tells them how they have done in the past and what they can expect in the future.

Of the various **specialized areas** of accounting that exist, the three most important are auditing, income taxation, and **non-business organizations**.

Auditing is the examination of the financial data, accounting records, business documents and other **pertinent** documents of an organization done by independent auditors in order **to attest to the accuracy** of its financial statements.

The second specialized area of accounting is **income taxation** which deals with preparing an income tax form. It is connected with collecting information and presenting data in a **coherent manner**. Therefore, both individuals and businesses frequently hire accountants to determine their taxes: although tax rules are not identical with accounting theory and practices, but many techniques of computing are common to both areas.

The third area of specialization in accounting is for non-business organizations, such as universities, hospitals, government agencies. These organizations differ from business enterprises in that they receive resources on some **non-reciprocating basis** (that is, without paying for such resources), they do not have a profit orientation, and they have no defined ownership interests as such. As a result, these organizations call for differences in record keeping, in accounting measurements, and in the format of their financial statements.

The people who use accounting information to make decisions fall into three categories:

1) Those who manage a business (management);
2) Those outside a business enterprise who have a direct financial interest in the business (investors, creditors);
3) Those people, organizations, and agencies that have an indirect financial interest in the business (**tax authorities**, regulatory authorities, and other groups: financial analysts and advisers, brokers, **lawyers**, economists, customers).

Assignment 3. ***Answer the following questions***.

1. What are the two categories of accounting?
2. What does financial accounting generate?
3. What do financial statements relate to?
4. What does managerial accounting provide?
5. What information is necessary for managers and employees who conduct business activities?
6. What are the most important specialized areas of accounting?
7. What is auditing?
8. What does income taxation deal with?
9. What is an income-tax form connected with?
10. What is the third area of specialization in accounting?
11. How do non-business organizations differ from business enterprises?
12. Who uses accounting information?

Assignment 4. ***Match the terms with the appropriate definition and learn them.***

1. Financial accounting	a) is the ability to quickly convert an investment portfolio to cash with little or no loss in value.

2. Managerial accounting	b) is an accounting function that involves the review and evaluation of financial records of a company.
3. Liquidity	c) is an organization with official responsibility for collecting taxes.
4. Auditing	d) is an incorporated organization which exists for educational or charitable reasons and is not concerned with making money.
5. Income taxation	e) is the field of accounting concerned with the summary, analysis and reporting of financial transactions pertaining to a business.
6. Non-business organization	f) is the process of imposing a tax on individuals or entities that varies with respective income or profits.
7. Tax authority	g) is a set of practices and techniques aimed at providing managers with financial information to help them make decisions and maintain effective control over corporate resources.

Assignment 5. ***State whether the following statements are true (T) or false (F). Correct the false statements.***

1. Accounting information is classified into three categories: auditing, income taxation, and non-business organizations.
2. Financial accounting generates reports and communicates them to internal decision makers.
3. Financial statements relate to the financial position, liquidity and profitability of an enterprise.
4. Auditing is done by independent auditors.
5. Tax rules are the same in accounting practices.
6. Non-business organizations are concerned with making profit.
7. There are three categories of people who use accounting information to make decisions.

Assignment 6. ***Complete the sentences using information from the text.***

1. Accounting information can be classified into two categories: financial accounting or … and … or private information.
2. External decision makers can evaluate …
3. Internal decision makers are charged with …
4. Managers and employees who conduct business activities need information that …
5. Income taxation deals with … and is connected with …
6. Non-business organizations call for …

Assignment 7. ***Translate into Ukrainian.***

Public information; internal / external decision makers; to conduct business activities; how they have done in the past; pertinent documents; to present data in a coherent manner; both individuals and businesses frequently hire accountants; tax rules are not identical with accounting theory and practices; area of specialization; to have defined

ownership interests; organizations call for differences; accounting measurements; regulatory authorities.

Assignment 8. ***Translate into English.***
Передавати звіти; досягати мети; фінансове становище; бути відповідальним за; що їх може очікувати в майбутньому; підтверджувати точність фінансових звітів; податкова декларація; методи обчислення; відрізнятися від комерційних підприємств тим, що; отримувати ресурси на безоплатній основі; прагнення до прибутку; поділятися на три категорії; мати безпосередній фінансовий інтерес.

Assignment 9. ***Paraphrase the following words and phrases used in the text using synonymous words.***
To classify into categories; to generate reports; to communicate reports; stockholder; to evaluate; to achieve the goals; to relate to; to be charged with; to conduct business activities; pertinent documents; to attest to the accuracy; financial report; to hire; identical; technique; to compute; area; on non-reciprocating basis; ownership.

Assignment 10. ***Find 4 pairs of words or phrases with opposite meaning in the text.***
e.g. past – future

Assignment 11. ***Put questions to the words and word-combinations in bold.***
1. Accounting information can be classified into **two categories**.
2. Financial accounting communicates reports to **external decision makers**.
3. These reports are called **financial statements**.
4. **Financial statements** relate to the financial position, liquidity and profitability of an enterprise.
5. Auditing is done by **independent auditors**.
6. Individuals and businesses **frequently** hire accountants **to determine their taxes**.
7. **People** use **accounting** information to make decisions.

Grammar point: The Past Perfect Tense: Active and Passive forms;
The Past Perfect Continuous tense

THE PAST PERFECT TENSE **Active Voice**
Минулий перфектний час **Активний стан**
Форма: **had + Past Participle**
Ствердження/заперечення

I/he/she/it/we/you/they	had/had not performed	the audit	by 6 pm yesterday.

Запитання

Had	I/he/she/it/we/you/they	performed	the audit	by 6 pm yesterday?

The Past Perfect Tense **Passive Voice**
Минулий перфектний час **Пасивний стан**
Форма: **had + been + Past Participle**

Ствердження/заперечення

I/he/she/it/we/you/they	had/had not been invited	to the meeting of the staff.

Запитання

Had	I/he/she/it/we/you/they	been invited	to the meeting of the staff?

Вживання

Дія	Приклад
Дія, яка відбулася перед іншою минулою дією	Sam **had left** before we got there. All the documents **had been examined** before the meeting *started.*
Дія, яка закінчилася до певного моменту в минулому (*by two o'clock, by that time)*	I **had done** my homework *by* 8 o'clock. My report **had been submitted** *by* the deadline.

Compare the use of Past Indefinite and Past Perfect.
We use **Past Indefinite** to say that something happened ***in*** *the definite moment in the past.*
We use **Past Perfect** to say that something happened ***before*** *a definite moment in the past.*
e.g. When I *arrived* home (a definite moment in the past) mother *had* already *come* from work (action happened before this moment).

Assignment 12. ***Use the verbs in brackets either in Past Indefinite or Past Perfect.***
1. He (study) economics at school before he (enter) the college. 2. The room (be) empty; everybody (go). 3. I (complete) my report by 7 and (send) it with the evening post. 4. When I (ask) her about the essay she (say) she (complete) it long ago. 5. He (correct) the error he (make) the day before. 6. On my way home I (remember) that I (forget) the documents in the office. 7. He (discuss) the problem with a lot of people before he (make) the decision. 8. The auditor (make) his conclusions only after he (examine) all relevant documents.

Assignment 13. ***Read the beginning of these true travellers' stories and match them to the right endings.***
1. Sir Collin Marshall, Chief Executive of British Airways, was having difficulty finding his way in New York. A woman was passing by so he stopped her and asked for directions. The woman pulled down her dark glasses and stared at him angrily.
2. Tom Brown's Skoda had broken down so he had left it on the motorway and returned home by train. But 73-year-old Tom felt worried. He was sure he had forgotten something. What had he left behind? Half way through tea he remembered.
3. A journalist from *The Times* newspaper was watching his suitcase vanish into the X-ray machine at Tangier airport when he suddenly remembered he had packed two antique guns inside. Terrified, he rushed to the operator and explained what he had done.
A. He had left Mrs Brown sitting on the back seat.
B. "Don't worry, sir," came the reply. "Our machines will never pick them up."

C. “Do I look like a goddam road map?” she asked.
2. Look at the first story again. Two past tenses are used to tell the story. What tense is used to
a) set the scene and describe the circumstances of the story?
b) describe the main events in the story?
3. Look at the second story again. Two past tenses are used to tell the story too. What tense is used to describe
a) events that happened after Tom returned home?
b) events that happened before he returned home?
4. Look at the third story again. Underline the examples of the past indefinite, past continuous and past perfect tense. Explain why these tenses are used.

Assignment 14. ***Make the following sentences passive.***
1. He had done everything to save the situation. 2. They had calculated gross income by January,15th. 3. We had provided the relevant information before the beginning of the meeting. 4. Distributors had already supplied these goods to our stores. 5. Accountants had prepared the Income Statement by the beginning of the quarter.

Assignment 15. ***Join two sentences into one using the conjunction before.***
1. They examined the accounts. They made a correct decision. 2. We classified all financial transactions. We posted the financial entries into the ledger. 3. He accumulated the data. He interpreted them. 4. I studied accounting. I got this job. 5. The accountants prepared the Balance Sheet. The transaction was completed. 6. She got her first job. She graduated from the institute.

Assignment 16. ***Complete these sentences using the correct form Past Simple or Past Perfect of the verbs in brackets.***

1. He already (work) in business before he joined our company.
2. We (win) a controlling share of the company before them.
3. They just (start) their business when we worked out a programme of restructuring.
4. As soon as this company (be privatized) their expenditures increased.
5. After they (invest) in business, our shares went up.
6. They (decide) to work together and (form) a joint venture.
7. As soon as our business (expand) we began to buy shares in other companies.
8. Several years ago these two companies formed a joint venture but they (remain) separate legal entities.
9. The regulations (change) before we took over this company.
10. When they (make a bid) for a computer company they were ready to buy it at that price.

Assignment 17. ***Choose the correct variant.***
1. He established/had established his business in 2001.
2. I was late for the company meeting because I missed/ had missed the 6 o’clock bus.

3. She entered the University after she graduated/had graduated from the business school.
4. We arrived late at the stadium and the football match had started/started.
5. When we came back to the hall, the guests left/had left.
6. Her face was familiar, I met/had met her at the university before.
7. Most of the delegates arrived/had arrived by the time I got there.
8. The general manager reported that our company had/had had a successful year.
9. Before these two companies merged, their profit was/had been very low.
10. The plane left/had left when we arrived at the airport.

Assignment 18. ***Translate into English.***
1. Представник фірми вже підписав контракт, коли вони припинили постачання сировини.
2. Ми вже відправили звіт компанії, коли вона побачила деякі помилки.
3. Персонал компанії вже обрав нового президента, коли він зателефонував.
4. До того як ми з'єднали наші компанії, цей бізнес був збитковим.
5. До кінця минулого року вони вже створили декілька спільних підприємств.
6. Він спізнився на конференцію, тому що не встиг на перший автобус.
7. Вона завершила підготовку до щорічного звіту, коли менеджер викликав її у свій офіс.
8. Ми вже розпочали роботу над нашим спільним проектом, коли він залишив компанію.
9. До кінця вересня ціни зросли вдвічі.
10. Його бізнес став дуже прибутковим, коли він запросив нового консультанта.

THE PAST PERFECT CONTINUOUS TENSE Active Voice
Минулий перфектно-тривалий час Активний стан

Форма**: had been + Present Participle**
Ствердження/заперечення

I/he/she/it/we/you/they	had/ had not been studying	English	for 10 years	by then.

Запитання

Had	I/he/she/it/we/you/they	been studying	English	for 10 years	by then?

Вживання:

Дія	Приклад
Дія, яка тривала на протязі певного періоду часу до іншої минулої дії чи періоду часу в минулому	We **had been discussing** that problem for two hours before Bill *came.*
Дія, яка тривала і закінчилась незадовго до певного моменту часу чи дії в минулому	She looked very tired as she **had been finishing** the most important negotiations.

!! Форма пасивного стану не використовується.

Assignment 19. ***Open the brackets using the verbs in the Past Perfect Continuous.***
1. The students (to write) the composition for twenty minutes when their professor left the study. 2. Shareholders (to discuss) this question for an hour when the director came into the hall. 3. Who (to wait) for you at the station for a quarter of an hour when you arrived from business? 4. The weather in London was cold as the severe wind (to blow) since yesterday. 5. Since when they (to work) in Microsoft company together? 6. They (to interview) for half an hour when we arrived for the meeting. 7. He was very tired as he (to look through) new contracts for several hours. 8. I didn't like the cottage, even though I (to live) in it for many years. 9. We (to wait) for these inquiry for a month when the secretary brought me it. 10. We (to unpack) our things for twenty minutes when our friend rang us.

Assignment 20. ***Read the following sentences and compare the use of Past Perfect Simple and Past Perfect Continuous.***
1. They had discussed this problem in details before they came to an agreement. They had been exchanging their opinions for several hours.
2. I got this job after I had been interviewed twice. I had been looking for a job for the last two months.
3. She was promoted after she had improved the work at this department. She had been working at this project for several months.

Assignment 21. ***Use the verbs in brackets either in Past Perfect Simple or Past Perfect Continuous. Mind the verbs that are not used in Continuous tenses.***
1. The manager (to hold) the staff meeting for two hours when the director entered the room. 2. She remembered that she (to forget) to post the last entry into the ledger. 3. He (to serve) in this house for six years when the incident happened. 4. I was very angry because someone (to ring) all night. 5. She (to see) the news on TV before he told it to her. 6. I was too upset with the result as I (to prepare) this report for so long. 7. She (to be) in her office for nearly three hours when the accountant brought in the information she (to ask) for. 8. He was tired as he (to look) through the documents for the last three hours.

Assignment 22. ***Put the verb in the Past Indefinite, Past Continuous, Past Perfect, and Past Perfect Continuous.***
1. They (to discuss) this question for some time when their director (to come) in. 2. Yesterday we (to discuss) where to go on holidays. We (to think) about it for some time but I (not/to come) to the conclusion yet. 3. Where (to be) your friends at 4 p.m.? – They (to hold) a brief meeting at that time. They (to take up) several major questions there for an hour. 4. We saw our new employee (to look through) a contract for some minutes. 5. The head of R&D Department (to sign) all contracts at last. He (to study) them for 2 hours. 6. My friend (to be) angry and (to look) very tired, as somebody (to delete) an important file in his computer and he (to work) over it all night. 7. Your first mobile was very functional. - Yes, I (to bought) it Europe many years ago. It (to function) for 7 years before I (to loose) it.

UNIT 11

FINANCIAL STATEMENTS

Grammar: Future Indefinite/ Continuous Tenses: Active and Passive Forms.

Assignment 1. ***Read and learn the following words and word combinations****.*

Income Statement (G.B. – **Profit and Loss Account)** – звіт про прибутки (звіт про прибутки і збитки); звіт про фінансові результати (доходи, витрати і фінансові результати підприємства); syn. **profit and loss statement, costs and revenues statement, statement of comprehensive income**;
Balance Sheet – балансовий звіт; syn. **statement of financial position**;
Statement of Owner's Equity – звіт про власний капітал; syn. **equity statement, statement of retained earnings**;
Statement of Cash Flow – звіт про рух грошових коштів;
gross profit – валовий прибуток (до сплати податків); syn. **profit before taxes**;
net income – чистий дохід;
net loss – чистий збиток;
tricks – хитрощі, шахрайські прийоми, афери, махінації;
depreciation – знецінення; амортизація відрахування;
extensive – широкий, детальний, вичерпний, докладний;
footnote – примітка (до фінансових звітів).

Assignment 2. ***Read and translate the text.***

FINANCIAL STATEMENTS

The final products of accounting are financial statements. Financial statements are means of communicating important accounting information to users: management, banks, State Administration, Tax Authorities, suppliers, customers, investors. They are formal records of the financial activities and position of an organization, person or other entity that show the business in financial terms.

The objective of financial statements is to provide information about the financial position, performance and changes in financial position of an enterprise that is useful to a wide range of users in making economic decisions.

The four major financial statements used to communicate accounting information about a business are the following: the **Income Statement**, **the Statement of Owner's Equity**, the Balance Sheet, and **the Statement of Cash Flow**. The Income Statement, the Statement of Owner's Equity and the Statement of Cash Flow give the time period (month, quarter, year), but the **Balance Sheet** gives the specific date to which it applies – e.g. December 31.

The Income Statement provides information on the operation of a business and shows its financial position. It summarizes the revenues earned and expenses paid by a business over a definite period of time. Many people consider it the most important financial report because it shows whether a business received profit or lost money.

So, its main formula is: *Revenues – Expenses = Gross Profit or Loss*. Gross profit is profit before taxes. In Great Britain this statement is called Profit and Loss Account or P&L.

The Balance Sheet shows **the financial position** of a business at a definite point of time, usually the end of the month or year. For this reason, it is often called the statement of financial position and is dated on a certain date. The Balance Sheet presents the quantity (in money measure) of business' assets, liabilities and owner's equity (capital). The accounting equation of the Balance Sheet is: *Assets = Owner's equity + Liabilities*.

The Statement of Owner's Equity presents a summary of the changes that occurred in the owner's equity of the entity during a specific time period (month, year). Increases in owner's equity arise from investments by the owner and net income earned during the period. Decreases result from withdrawals by the owner and from a net loss for the period. **Net income** or **net loss** comes directly from the income statement. Investments and withdrawals by the owner are capital transactions between the business and its owner, so they do not affect the income statement.

The Statement of Cash Flow reports on a company's cash flow activities, particularly its operating, investing and financing activities. It measures the actual flow of funds – real money – flowing into and out of a company during a given period of time. A company's cash flow factors out all of the accounting **tricks** and looks at what a company really earned because it excludes accounting tools such as **depreciation**.

For large corporations the above mentioned statements may be complex and may include an **extensive** set of **footnotes** to the financial statements and management discussion and analysis. The notes typically describe each item on the balance sheet, income statement and cash flow statement in further detail. Notes to financial statements are considered an integral part of the financial statements.

Assignment 3. ***Answer the following questions***.

1. What are the final products of accounting?
2. How are financial statements defined?
3. What is the objective of financial statements?
4. What four major financial statements do you know?
5. What does the Income Statement provide and summarize?
6. What is its main formula?
7. How is the Income Statement called in Great Britain?
8. What does the Balance Sheet show?
9. What does it present?
10. What is the accounting equation of the Balance Sheet?
11. What does the Statement of Owner's Equity present?
12. Where are increases / decreases / net income come from in owner's equity?
13. What does the Statement of Cash Flow measure?
14. What is the essence of footnotes referring to the financial statements?
15. What is the difference between gross profit and net income?

Assignment 4. ***Match the terms with the appropriate definition and learn them.***

1. Income Statement	a) is the difference between sales revenue and the direct cost of the goods sold; it is a measure of the basic profit earning potential of the business.
2. Balance Sheet	b) is an entity's income minus cost of goods sold, expenses and taxes for an accounting period.
3. Statement of Owner's Equity	c) is an explanatory or supplementary note that accompanies the financial statements issued by an entity.
4. Statement of Cash Flow	d) is an accounting convention that allows a company to write-off the value of an asset over time.
5. Gross profit	e) is a financial statement that summarizes how changes in balance sheet accounts affect the cash account during the accounting period.
6. Net income	f) is a financial statement that summarizes the firm's revenues, costs and the difference between the two (the profit or loss) over a period of time.
7. Net loss	g) is a financial statement that summarizes the firm's assets, the firm's liabilities and its net worth (the difference between the two sums) at a given time.
8. Footnote	h) is the result that occurs when expenses exceed the income or total revenue produced for a given period of time.
9. Depreciation	i) is a financial statement that shows changes in the owner's equity over a reporting period.

Assignment 5. ***State whether the following statements are true (T) or false (F). Correct the false statements.***

1. Financial statements are formal records of the financial activities and position of an organization, person or other entity that show the business in financial terms.
2. The Income Statement, the Balance Sheet and the Statement of Cash Flow give the time period (month, quarter, year), but the Statement of Owner's Equity gives the specific date to which it applies.
3. The main formula of the Income Statement is: *Assets = Owner's equity + Liabilities*.
4. The Balance Sheet is often called the statement of financial position and is dated on a certain date.
5. Increases in owner's equity result from withdrawals by the owner and from a net loss for the period.
6. Investments and withdrawals by the owner are capital transactions between the business and its owner, so they affect the income statement.

7. The Statement of Cash Flow measures real money flowing into and out of a company during a given period of time.
8. Footnotes to financial statements are considered an integral part of the financial statements.

Assignment 6. ***Complete the sentences using information from the text.***
1. Financial statements are means of …
2. The objective of financial statements is …
3. The four major financial statements used to communicate accounting information about a business are the following: …
4. The Income Statement summarizes …, while the Balance Sheet summarizes …
5. The Statement of Owner's Equity presents a summary of the changes that …
6. A company's cash flow factors out … and looks at … because it excludes …
7. For large corporations financial statements may be complex and may include …

Assignment 7. ***Restore the word order.***
1. useful, financial, position, is, Information, to, economic, a, of, wide, range, users, the, about, of, enterprise, in, decisions, an, making.
2. of, Sheet, at, The, position, definite, of, Balance, financial, a, shows, business, a, point, time, the.
3. comes, Net, from, the, income, directly, statement, income.
4. A, tricks, cash, factors, the, company's, of, accounting, out, flow, all.
5. detail, typically, financial, in, describe, further, footnotes, statements, The.

Assignment 8. ***Translate into Ukrainian.***
Tax Authorities; entity; in financial terms; performance and changes in financial position; revenues earned and expenses paid; at a definite point of time; changes that occurred in the owner's equity; decreases result from withdrawals; to report on a company's cash flow activities; a company's cash flow factors out all of the accounting tricks; an extensive set of footnotes; in further detail.

Assignment 9. ***Translate into English.***
Кінцевий продукт; засіб передачі інформації; державна адміністрація; конкретна дата; за певний проміжок часу; з цієї причини; у грошовому вимірі; чистий дохід; впливати на звіт про прибутки; гроші, що надходять в компанію / витрачаються компанією (витікають з компанії); виключати такі механізми обліку як амортизація відрахування; вищезазначені звіти; невід'ємна частина фінансових звітів.

Assignment 10. ***Find synonyms or synonymous expressions to the following words or phrases in assignments 1 and 2.***
Income Statement, Balance Sheet, Statement of Owner's Equity, gross profit, in financial terms, wide, specific, to use, major, income, actual.

Assignment 11. ***Find the pairs of opposites to the following words and phrases in the text.***

Revenues earned, liabilities, increase, net income, to flow into, to include.

Assignment 12. ***Fill in the blanks with an appropriate word or phrase. Translate the text.***

stakeholders; contribute; lead; understanding; bookkeeping; possibilities; decision; financial statement; performance; outputs; information; annually; tool; point

HOW TO PREPARE A FINANCIAL STATEMENT FOR A SMALL BUSINESS

Financial statements are the … of your … and accounting efforts. They are an important management … . When correctly prepared and properly interpreted, they … to an understanding of financial conditions, problems and … of a business. Financial statements are the principal means of reporting financial information about a business to … . They can be prepared monthly, quarterly or … .

The essence of business financial statements is to help you know the status or the … of your business at any given … . More than often, the information contained in the business financial statements will … you to the … you need to make regarding the business. It is not enough to know how to prepare a … … for a small business, you need to have good … of the components of business financial statements and the different … they provide for different users.

Assignment 13. ***Insert the prepositions from the box below. Translate the text.***

of (7); to (1); without (1); in (4); with (1); on (2)

WHAT IS FINANCIAL STATEMENT PREPARATION?

Preparing general-purpose financial statements is the most important step **…** the accounting cycle because it represents the purpose **…** financial accounting.

… other words, the concept **…** financial reporting and the process **…** the accounting cycle are focused **…** providing external users **…** useful information **…** the form **…** financial statements. These statements are the end product **…** the accounting system **…** any company.

Preparing general-purpose financial statements can be simple or complex depending **…** the size **…** the company. Some statements need footnote disclosures while others can be presented **…** any. Details like this generally refer **…** the purpose **…** the financial statements.

Assignment 14. ***Translate into English.***

1. Фінансова звітність є засобом передачі важливої бухгалтерської інформації органам управління підприємства, податковим органам, банкам, власникам підприємства, постачальникам, інвесторам та ін. відповідно до законодавства. 2. Метою складання фінансових звітів є надання користувачам повної та правдивої інформації про фінансове становище, результати діяльності та рух грошових коштів підприємства за звітний період для прийняття економічних рішень. 3. Звіт про прибутки і збитки є одним із форм бухгалтерської звітності, яка характеризує фінансові результати діяльності організації та містить дані про доходи, витрати і валовий прибуток за певний період часу. 4. Баланс є звітом про фінансовий стан підприємства, який відображає його активи, зобов'язання і власний капітал на певну дату. 5. Звіт про власний капітал показує зміни, які відбулися у складі власного капіталу підприємства за певний період часу. 6. Звіт про рух грошових коштів відображає надходження і вибуття грошових коштів протягом звітного періоду в результаті операційної, інвестиційної та фінансової діяльності.

Grammar: Future Indefinite/ Continuous Tenses: active and passive forms

THE FUTURE INDEFINITE TENSE **Active Voice**
Майбутній неозначений час **Активний стан**

Форма: **shall/will + Infinitive** (дієслово **shall** вживається з першою особою однини та множини **(I,we)**, використовується рідко, оскільки в розмовній мові вживається скорочена форма **'ll**).

Ствердження/заперечення

I/we	shall('ll)/shall not	learn	French	next year.
He/she/it/you/they	will('ll)/will not			

Запитання

Shall	I/we	learn	French	next year?
Will	He/she/it/you/they			

The Future Indefinite Tense **Passive Voice**
Майбутній неозначений час **Пасивний стан**

Форма: **shall/will be + Past Participle**

Ствердження/ заперечення

I/he/she/we/you/they	will be asked	these questions	at the exam tomorrow.
	will not be asked		

Запитання

Will	I/he/she/we/you/they	be asked	these questions	at the exam tomorrow?

Вживання:

Дія	Приклад
Дія, яка відбудеться у майбутньому	They **will finish** the reconstruction next week. It **will be finished** soon.

!! Приклади обставин часу, які вживаються з майбутнім неозначеним часом*: tomorrow, next week, next month, in two days*, etc.

Assignment 15. ***Make the following sentences interrogative and negative.***

1. A network of supermarkets will be established in this region. 2. He will give his answer tomorrow. 3. These products will be sold everywhere. 4. We shall accomplish our plan in two years. 5. Services will be provided to all customers in this district.

Assignment 16. ***Use the verb in brackets in the correct form of the Future Indefinite tense.***

1. They (to go) on business trip to Kyiv in 2 days. 2. The contract (to be signed) tomorrow. 3. The students (to take part) in the conference next month. 4. The conference (to be held) in February. 5. When he (to return) from Lviv? 6. A new equipment (to be installed) next quarter. 7. They (to improve) the distribution process by employing a new agent. 8. We hope the company (to be) profitable. 9. They (to bear) all responsibility for this project. 10. His new job (to be related) to health protection.

Assignment 17. ***Make the following sentences passive omitting the doer of the action.***

1. They will distribute our products through their service stations. 2. We shall provide our partners with some assistance (2 variants). 3. The firm will deliver office furniture in two weeks. 4. He will serve this customer immediately. 5. They will sell this programme to millions of consumers. 6. We shall buy new computers for our head office. 7. He will calculate his revenues and expenses at the end of the year.

Assignment 18. ***Make up all possible sentences using the table below.***

Principle clause	Conjunction /сполучник/	Subordinate clause of time or condition
I'll ring you up	if /якщо/	I learn something new
He'll tell you everything	provided /при умові/	you keep it secret
She'll make her decision	as soon as /як тільки/	the situation clears up
He'll help us	unless/якщо не/	he is busy

The customer will wait	till/until /доти, поки/	the manager comes
The director will see us	after /після того, як/	she finishes her interview
We'll call the taxi	when /коли/	everything is ready
They'll finish their work	before /до того, як/	she returns from her business trip

Assignment 19. ***Rewrite the following sentences according to the model. Remember, that after unless the verb is used in the affirmative form.***

Model: He will not call ***if*** he does ***not*** need your help.-

He will not call ***unless*** he needs your help.

1. You won't speak English well if you don't practice it every day. 2. They won't earn any profit if they don't modernize their factory. 3.We shan't order these goods if they don't make the price more attractive. 4. This product won't be introduced if the customers don't need it. 5. His project won't be discussed if he doesn't assume all responsibility for it.

Assignment 20. ***Use the verb in brackets in the proper tense form. Remember, that objective clauses answer the question what? while adverbial clauses of time and condition answer the questions when? on what condition? All actions refer to the future.***

1. He'll call you back when he (to return). 2. Tell me when she (to come) to visit you. 3. I want to know if she (to agree) to our plan. 4. They'll deliver the goods if we (to sign) the contract. 5. I wonder if they (to deliver) goods themselves? 6. Does anybody know when the manager (to be) back? 7. They won't provide the equipment if we (not to pay) them in advance. 8. They don't know if they (to supply) their products next year.

Assignment 21. ***Use the verb in brackets in the correct tense form (all actions refer to the future).***

1. If they (to order) these goods we (to deliver) them in time. 2. They (to accept) our proposal if we (to make) the price less expensive. 3. He (to visit) our firm if he (to have) enough time. 4. I (to perform) this calculation if she (to help) me. 5. You (to make) less mistakes provided you (to be) more attentive. 6. He (to wait) until the meeting (to be finished). 7. They (to give) their final answer as soon as they (to receive) our letter.

Assignment 22. ***Translate into English.***

1. Мета нашої організації буде досягнута, якщо ми працюватимемо більш ефективно. 2. Товари будуть доставлені якнайшвидше. 3. Наші товари стануть дешевшими при умові, що ми зменшимо витрати. 4. Ми відвідаємо ваш завод, як тільки ви розпочнете виробництво цих товарів. 5. Якщо ми не модернізуємо виробництво, ми зазнаємо великих втрат в найближчому майбутньому.

THE FUTURE CONTINUOUS TENSE **Active Voice**
Майбутній тривалий час **Активний стан**

Форма: **shall be/will be + Present Participle**
Ствердження/заперечення

I/he/she/it/ we/you/they	will(‘ll) be writing	a report	from 6 to 8 tonight.
	won’t be writing		

Запитання

Will	I/he/she/it/we/you/they	be writing	a report	from 6 to8 tonight?

Вживання:

Дія	Приклад
Дія, яка триватиме у певний момент в майбутньому	This time tomorrow I**’ll be working** on my report .

!! Форми пасивного стану **Future Continuous** не вживаються.
Обставини часу, які вживаються в майбутньому тривалому часі: *at 5 o'clock, at that time, from 6 till/to 7, the whole day, etc.*

Assignment 23. ***Write what you will be doing at a given moment in future as in the model. Use the prompts.***
Model: This time in August I will be visiting my friends in Odessa.
At 7 o’clock tonight; tomorrow in the morning; this time on Monday; at around 12 o’clock today; this time next month.
To be presenting my report on the business organization structure; to be having my English lesson; to be watching an interesting talk show on TV; to be having my lunch; to be flying home on holidays.

Assignment 24. ***Complete the sentences with the future progressive.***
1. At this time tomorrow, we *(fly)* to New York. 2. At nine o'clock, the baby *(sleep)* . 3. Lilly and Neil are on their way to California. They *(surf)* this time tomorrow. 4. I *(give)* a speech at my friend’s wedding on Friday at seven. 5. You *(watch/probably)* TV when I get home.

Assignment 25. ***Complete the sentences using the future progressive.***
1. They *(dance/not)* all night. 2. We are late, he *(wait/not)* for us anymore. 3. She *(study/not)* until midnight. 4. I *(prepare/not)* everything for you any longer. 5. With your bad work ethic, you *(work/not/probably)* for this company anymore next year.

Assignment 26. ***Complete the questions using the future progressive.***
1. What *(you/do)* tomorrow evening? 2. How many people *(drink)* beer at the party? 3. *(Jane/play)* the piano at the performance? 4. Who *(deal)* with the press release? 5. Where *(you/stay)* when you’re in Dublin?

UNIT 12

MONEY AND CURRENCY

Grammar: The Future Perfect/ The Future Perfect Continuous Tenses

Assignment 1. ***Read and learn the following words and word combinations.***
to measure – вимірювати
to store – зберігати, накопичувати
value – вартість
medium of exchange – засіб обміну
to accept – приймати
currency – валюта
worth – вартість
cash – гроші готівкою
to spoil - псуватись
to fall to pieces – нищитись
to rust – іржавіти
space – тут: місце
to put in a bank – вкладати в банк гроші
to be doubtful – вагатись
wisdom – мудрість
to save money – зберігати гроші, заощаджувати
paper bill – грошова банкнота
coin - монета
to be used for – вживатися, використовуватися
buying power – купівельна спроможність
money order – грошовий переказ

Assignment 2. ***Read and translate the text.***

MONEY AND CURRENCY

What is money? Money can be anything that is generally accepted in payment for goods and services.

In the modern world money has various uses. Money is a **medium of exchange**. For selling and buying things, all modern people use money. Money gives us a useful means of **measuring** the **value** of things. Money is also of very great use as a means of exchanging goods and services. It may be of gold or silver, sheets of printed-**paper bills** or (GB) notes, shells, stones, cattle or anything else that is regarded as a legitimate basis of exchange for something else.

Money is a way to **store** up **buying power** that one can use later. If we consider money as a means of **storing** up buying power, it has good and bad points. Money can more easily be kept for a long time than such things as food, buildings and machines. Food **spoils**, buildings **fall to pieces** and machines **rust**. Money takes up very little **space** and if we want we may **put it in a bank**.

Money differs from **cash.** Cash is a form of money that consists of paper **currency** and **coins**. So, currency is money in use in a country. National currency is "backed" by the **store** of gold, which the government maintains (gold standard). Nowadays national currencies are considered to be as strong as the national economies, which support them.

But modern money has some very serious disadvantages if we use it as a means of storing up buying power. In earlier times when money was in the form of gold and silver coins, the metal in each was really **worth** the amount stamped on the coin. But the paper in modern paper money is worth much less than the amount written on it. In a short time the buying power of modern money can change very greatly and because of that, some people are **doubtfu**l about the **wisdom** of **saving money**. Checks and credit cards are being used increasingly, and it is possible to imagine a world where money in the form of coins and paper currency will no longer be used. But checks, credit cards, and **money orders** are not legal tender. They perform the function of substitute money. A check is a piece of paper that orders a bank to give the payee a specified amount of money. A credit card gives you possibility to buy goods or services without using cash.

Assignment 3. ***Answer the following questions:***

1. What is money?
2. What is money used for?
3. What does money give us?
4. How can money be kept?
5. What is cash?
6. How does cash differ from money?
7. What is national currency?
8. What is a check?
9. What is a credit card?
10. What functions do checks and credit cards perform?

Assignmet 4. ***Translate into English.***

Вартість вимірюється; приймається як платіж; монета; національна валюта; негайна послуга; переведення чеків у готівку; через поточні рахунки; платити рахунки; наказати банку видати платнику певну суму грошей.

Assignment 5. ***Translate into Ukrainian.***

Various uses, legitimate basis of exchange, a way to store up buying power, good and bad points, buildings fall to pieces, to be "backed" by the store of gold, doubtful about the wisdom, increasingly.

Assignment 6. ***Learn following idioms:***

1. Break the bank: To spend all of one's money or to be very expensive.

Example: "Buying that new car will break the bank."

2. A penny for your thoughts: A way of asking someone what they are thinking.

Example: "You look deep in thought. A penny for your thoughts?"

3. *Cash cow: A product or service that generates a steady, reliable stream of income.*

Example: "The new smartphone model has become the company's cash cow."

4. *In the red: To be in debt or losing money.*

Example: "After the holiday season, many businesses find themselves in the red."

5. *Nest egg: Savings set aside for future use, often for retirement.*

Example: "They have a substantial nest egg saved up for their retirement."

6. *Pay through the nose: To pay a high price for something.*

Example: "We had to pay through the nose for those concert tickets."

7. *Penny pincher: Someone who is very careful about how they spend their money.*

Example: "He's such a penny pincher; he never spends money on anything unnecessary."

8. *On the money: Exactly right or accurate.*

Example: "Her prediction about the market was right on the money."

9. *Money talks: Wealth has influence and power.*

Example: "In politics, money talks."

10. *Throw money down the drain: To waste money.*

Example: "Buying that old car was like throwing money down the drain."

Assignment 7. ***Make up your own sentences with the idioms from assignment 6.***

Assignment 8. ***Complete the sentences with the verb from the list in the correct form:***

Be worth, borrow, cannot afford, charge, cost, earn, inherit, invest, lend, owe, raise, save, waste

1. My uncle is going to leave me 2,000$ when he dies. I am going to … 2,000$.
2. I put some money aside every week for a holiday. I … money every week.
3. Andy has promised to give me 50$ until next week. He has promised to … me 50$.
4. I need to ask my mum to give me 20$ until Friday. I need to … 20$ from my mum.
5. I often spend money on stupid things. I often … money.
6. I do not have enough money to buy that car. I … to buy that car.
7. I usually have to pay the mechanic 100$ to service my car. The mechanic … me 100$.
8. These shoes are quite expensive. They are 200$.They … 20$.
9. Jim gave me 100$/ I have not paid him back yet. I … Jim 100$.
10. I want to buy some shares in a company because I want to make a profit. I want to … some money.
11. I work in a supermarket. They pay me 1,000$ a month. I … 1,000$ a month.
12. I could sell my house for about 2000,000$ My house … about 200,000$.
13. We need to get people to give money to build a new hospital. We want to … money for the new hospital.

Assignment 9. ***Complete the preposition with the word from the list:***
By, for (x2), from, in, into, on, to.

1. Would you like to pay cash or … credit card?
2. I paid … the dinner last night.
3. I spent 50$ … books yesterday.
4. My uncle invested all his money … property.
5. I don't like lending money … friends.
6. I borrowed a lot of money … the bank.
7. They charged us 60$ … a bottle of wine.
8. I never get … debt. I hate owing people money.

Assignment 10. ***Find the definitions. Use the dictionary.***
Bill, budget, contactless payments, insurance, loan, mortgage, salary, tax.

Assignment 11. ***Complete the phrasal verbs with the word from the list:***
Back, off, on, out

1. I took … 200$ from a cash machine.
2. Can I pay you … the money you lent me next week?
3. I have to live … my parents while I am at university.
4. It is difficult to me and my wife to live … only the salary.

Grammar: THE FUTURE PERFECT TENSE **Active Voice**
Майбутній перфектний час **Активний стан**

Форма: **shall/will have + Past Participle**
Ствердження/заперечення

I/we	shall/shall not	have passed	all exams	by July.
He/she/it/you/they	will/will not			

Запитання

Shall	I/we	have passed	all exams	by July?
Will	He/she/it/you/they			

The Future Perfect Tense **Passive Voice**
Майбутній перфектний час **Пасивний стан**
Форма: **shall/will have + been + Past Participle**
Ствердження/заперечення

I/we	shall/shall not	have been examined	by July.
He/she/it/you/they	will/will not		

Запитання

Shall	I/we	have been examined	by July?
Will	he/she/it/you/they		

Вживання**:**

Дія	Приклад
Дія, яка буде закінчена до певного	1)We'**ll have reconstructed** the plant

моменту в майбутньому. Цей момент може позначатись 1) обставиною часу з прийменником *by*, 2) підрядним реченням часу, в якому дієслово-присудок вживається в одному з теперішніх часів.	*by next year*. The plant **will have been reconstructed** *by next year*. 2) Everything **will have been checked** *by the time* they **arrive**. I **shall have checked** all the documents *by the time* he **comes** back from his business trip.

Assignment 12. ***Fill in the blanks with an appropriate word.***
Tidy, find, go, stay, visit, be (x2), do
1. Don't worry. By the time you arrive I _ up the whole house.
2. By this time next year I hope that I _ a good job.
3. Did you know that Sarah _ on holiday for three weeks next month?
4. The atmosphere in the city is amazing. I think I _ for Christmas.
5. You want to spend ten years in Europe. By that time you _ every major city then.
6. There _ some changes when the new management takes over.
7. By the time the new policy comes into effect I'm sure there _ some changes made.
8. I think that before I graduate I _ quite a few exams.

Assignment 13. ***Put the verbs in the brackets in the Future Perfect Tense form.***
1. By this time next year, she … from university (graduate).
2. They … their new house by the end of the summer (construct).
3. I … my project by tomorrow evening (complete).
4. By the time you arrive, we … dinner (consume).
5. He … enough money to buy a car by next month (accumulate).
6. By the end of this week, they … all the museums in the city (visit).
7. She … the entire book by the end of the day (read).
8. We … to our new apartment by next weekend (move).
9. By the time he retires, he … for the company for 30 years (work).
10. They … the marathon by noon tomorrow (finish).

Assignment 14. ***Open the brackets and put the verb in the Future Perfect Tense form. Pay attention to negative and interrogative sentences.***
1. By the end of the spring we … (do) five exams. You … (eat) something by the time the bus arrives?
2. By the time he is 30 years old he … (make) his first million of dollars.
3. Our plane … (not land) by 9 o'clock.
4. Your favourite programme already … (start) by the time we come home.
5. I'm afraid Max … (not receive) my parcel by Christmas.
6. They … (write down) all the Assignments by the end of the lesson?
7. Next year Brad and Angelina … (be married) for 25 years.
8. I think she … (not finish) her essay by Wednesday.
9. The workers … (build) the swimming-pool by next autumn?

Assignment 15. ***Put the words in the correct form.***

1. When we get married, I (know) Robert for four years.
2. By the end of the day, she (not cook) dinner.
3. On Tuesday, I (live) here for one year.
4. By the time I'm sixty, I (retire).
5. Until tomorrow, I (finish) this book.

Assignment 16. ***Find and fix errors.***

1. By 5 o'clock tomorrow, they will have been decorating the café for the party.
2. What article will have you written for our magazine by next Tuesday?
3. By the end of next week, Bob will be painting a new painting.
4. By next Monday, you will have been finishing this work.

THE FUTURE PERFECT CONTINUOUS TENSE Active Voice
Майбутній перфектно-тривалий час Активний стан

Форма: **shall/will have been + Present Participle**

Ствердження/заперечення

I/we	shall/shall not	have been checking	the papers	for 3 hours by then.
He/she/it/you/they	will/will not			

Запитання

Shall	I/we	have been checking	the papers	for 3 hours by then?
Will	He/she/it/you/they			

Вживання:

Дія	Приклад
Дія, яка триватиме певний період часу, часто позначений обставиною з прийменником *for*, до певного моменту часу чи певної дії в майбутньому	I **shall have been conducting** quality test *for two weeks* before they **launch** this new product.

!! Майбутній перфектно-тривалий час вживається дуже рідко.
Форма пасивного стану не використовується.

Assignment 17. ***Use the verb in brackets in the Future Perfect Continuous form; translate the sentences as it is shown in the model.***

Model: I (to work) in this company for three years next April. –
I'll have been working in this company for three years next April.
Наступного квітня буде три роки як я працюю в цій компанії.

1. We (to run) our family business for 20 years next spring. 2. She (to review) their financial documents for a month next Monday. 3. I (to teach) economics for 10 years this summer. 4. They (to check) the accounting records for a week this Friday. 5. Our accounting firm (to perform) independent audit for 15 years this autumn.

*****Compare the use of Future Simple, Future Continuous and Future Perfect. Note the time expressions:

He will write this report *tomorrow.*
He will be writing this report *at 10 tomorrow*.
He will have written this report *by 10 tomorrow*.

Assignment 18. ***Put the verbs in brackets into the Future Perfect Continuous form/***
1. When Mr. Smith returns, his assistant (to prepare) the documents for a week.
2. When we call them, they (to organize) the exhibition for 2 days.
3. How long you (to work) at this school by the 1st of September next year?
4. How long she (to examine) financial entries by next month?
5. He (to run) our family business for 20 years next summer.

Assignment 19. ***Put the verbs in brackets in either the Future Perfect or Future Perfect Continuous.***
1. By the next year you (to study) at the University for 5 years.
2. By 2020 the first men (to land) at the planet Mars.
3. I think that she (to hear) all about it by the time I see her.
4. You (to pass) your state exam by the end of June.
5. She (to review) their financial documents for a month next Monday.
6. Our accounting firm (to perform) independent audit for 15 years this autumn.
7. By 2030 Chinese (to become) the language of international scientific communication.
8. I (to finish) this work by the time our manager arrives.
9. They (to check) the accounting records for a week this Friday.
10. By this time next month I (to stay) in London for 2 weeks.

Assignment 20. ***Translate into English.***
1.О п’ятій він буде працювати над фінансовим звітом. 2. Він завершить фінансовий звіт за два дні. 3. Він завершить фінансовий звіт до завтра. 4. Чи складе вона іспит до червня? 5. Чи буде вона складати іспит у червні? 6. Чи складатиме вона іспит завтра о десятій? 7. Вони не приїдуть завтра. 8. Вони не приїдуть до завтра.

Assignment 21. ***Use different means of expressing future action.***
1. This hotel is fully booked. I think I (to ring) the Hilton Hotel and see if they have any rooms. 2. Who (to give) the presentation at tomorrow’s meeting? 3. I’m sorry. I have to go now. I (to call) you back in ten minutes. 4. We (to send) you our conclusions after we (to complete) the examination of your financial records. 5. They (to perform) internal audit to make sure there are no misappropriations. 6. He (to go) to start a new business in two months. 7. She (to graduate) from the college this time next year. 8. Our accountants (to prepare) Income Statement this time tomorrow. 9. Your results (to be) more reliable if you (to follow) this procedure. 10. We (to plan) to borrow some money from the bank as we (to consider) expanding.

UNIT 13

CONSUMERISM

Grammar: Sequence of Tenses

Assignment 1. ***Read and learn the following words and word combinations.***
consumerism – споживацтво, захист прав споживача (консумеризм);
right – право, **consumer ~s and protection** – захист прав споживача, **~ to safety** – право на безпеку, **~ to be informed** – право на інформацію, **~ to be heard** – право бути почутим/вислуханим, **~ to redress** – право на відшкодування /компенсацію, **~ to healthy environment** – право на здорове довкілля/оточуюче середовище, **~ to consumer representation and participation** – право на представництво та участь споживачів;
statute – статут;
standard for food quality – стандарт якості їжі;
standard for weights and measures – стандарт ваги та мір;
Consumer Bill of Rights – Закон про захист прав споживача;
eventually – згодом, зрештою;
safety requirements – вимоги щодо безпеки;
physical injury – фізична травма;
complaint – скарга;
to seek redress – звертатись за відшкодуванням;
faulty products – неякісні продукти;
environmental consequence – наслідки для довкілля;
to bear responsibility – нести відповідальність;
to reduce waste, pollution and toxic releases – зменшувати кількість відходів, забруднення та токсичних викидів;
United Nations Guidelines for Consumer Protection – Основні напрямки захисту прав споживача, розроблені ООН;
basic framework – основна модель/план;
baseline – базис, основа;
to be respected between nations – бути визнаним націями;
pressure group – група впливу/тиску;
Consumer International (CI) – Міжнародна Організація Споживачів;
World Consumer Rights Day – Міжнародний День Захисту Прав Споживачів.

Assignment 2. ***Read and translate the text.***

CONSUMERISM

There is no single, agreed definition of **consumerism**. The essence of consumerism is the promotion of **consumer rights and protection**. Consumers have long been protected by laws. The earliest national consumer protection **statute** in Britain was adopted in 1238 when standards of fineness for gold and silver were established. There existed Medieval local laws relating to **standards for food quality**

and **standards for weights and measures**. However, it was not until the 1960s that the concept of consumerism really began to be developed.

In 1962 US President John F. Kennedy introduced the term 'consumerism' and outlined the first four consumer rights. Kennedy's **'Consumer Bill of Rights'** included: 1) **the right to safety**; 2) **the right to be informed**; 3*)* **the right to choose**; 4) **the right to be heard**. **Eventually** several more consumer rights were added: 5) **the right to redress**; 6) **the right to consumer education**; 7) **the right to healthy environment**; 8) **the right to consumer representation and participation**.

The right to safety. Making a purchase a consumer has the right to expect that the product is safe to use. This means setting **safety requirements**, providing full information about potential risks, protecting consumer against **physical injury**.

The right to be informed. It guarantees that consumers are provided with objective adequate information on the features and prices of the products available.

The right to choose. Consumers can make an informed choice among goods and services offered at competitive prices.

The right to be heard. It allows consumers to express their opinion on the product in case of any **complaint** that should be fairly and promptly treated.

The right to redress. Consumers have the right to receive advice and help when **seeking redress** or compensation for **faulty products** or for injury or damage resulting from the use of goods and services.

The right to consumer education. Consumer education provides consumers with practical skills necessary to operate wisely in the market, making efficient choices and careful use of resources. Educated consumer looks at the product critically first from his/her point of view as an individual, then with the interest of the community itself. Consumer education modifies our attitude towards consumption. Critical consumers ask not only if products are safe, but if they are necessary.

The right to healthy environment. Increasing consumption leads to ever-growing use of natural resources and consumers must understand the **environmental consequences** of it. People should **bear** individual and social **responsibility** for damage caused to our environment. People should consume more wisely, **reducing waste, pollution and toxic releases** and ensuring that nature and natural resources are not destroyed by irresponsible producers, corporations, governments and others.

The right to consumer representation. It guarantees that consumers can participate in the development of policies which affect them. Administrative and political bodies that are responsible for consumer affairs must include consumer representatives.

Consumer rights are promoted and protected at different levels: local, national and international. The process of consumer rights protection resulted in the creation in 1985 of the **UN Guidelines for Consumer Protection**. Like the UN Declaration of Human Rights the Guidelines present both a **basic framework** for governments to adapt to their specific situations, and a **baseline** for establishing a minimum standard of protection to be respected between nations.

Consumers are organized into pressure groups, unions and organizations. **Consumers International** (**CI**) is a non-profit organization founded in I960 and registered in Netherlands as the **International Organization of Consumer Union**

(**IOCU**). It is a federation of consumer organizations dedicated to the protection and promotion of consumers' interests worldwide. Consumers International has 245 members in 110 countries. Every March 15 consumer groups all over the world commemorate **World Consumer Rights Day**.

Assignment 3. ***Answer the following questions***.

1. What is the essence of 'consumerism'?
2. How were consumer rights protected in early times?
3. When did the concept of consumerism begin to be developed?
4. What do you know about J. F. Kennedy's contribution to the development of consumerism?
5. What are the basic consumer rights?
6. Why is consumer education important for nature conservation?
7. What do the UN Guidelines for Consumer Protection outline?
8. How are consumers organized?
9. What international consumer organizations do you know?
10. What are the main aims of consumer unions?

Assignment 4. ***Ask questions to fit these answers.***

1. The essence of consumerism is the promotion of consumer rights and protection. 2. The earliest national consumer protection statute in Britain was adopted in 1238. 3. John F. Kennedy introduced the term 'consumerism'. 4. Consumer education provides consumers with practical skills necessary to operate wisely in the market. 5. Consumer rights are promoted and protected at local, national and international levels. 6. Consumers International was registered in Netherlands as the International Organization of Consumer Union.

Assignment 5. ***Complete the following sentences.***

1. The right to safety means … . 2. The right to be informed guarantees that … . 3. The right to choose states that … . 4. The right to be heard allows consumers … . 5. The right to redress says that … . 6. The right to consumer education provides consumers with … . 7. The right to healthy environment states that … . 8. The right to consumer representation guarantees that … .

Assignment 6. ***The words given below are synonyms though there is s slight difference in their meaning. Consult the dictionary and match the words with their definitions.***

Consumer	A person who buys something (a formal word)
Buyer	The people, especially rich people, who regularly use a shop or restaurant or the services of a professional person.
Customer	Someone who buys goods from a particular shop, restaurant, or company.
Client	Someone who is buying something expensive such as a house,

	company, or painting, usually from another person.
Clientele	Someone who pays for services or advice from a professional person or organization.
Purchaser	A person who buys and uses goods and services.

Assignment 7. ***Agree or disagree with these statements. Explain your attitude using the following phrases:***

That's wrong …
That's (quite) right …
That's not quite true to the fact …
According to the text…, etc.

1. The earliest national consumer protection statute was adopted in the USA. 2. John F. Kennedy introduced the term 'consumerism' and outlined the first eight consumer rights. 3. The right to be informed guarantees that consumers are provided with objective adequate information on the features and prices of the products available. 4. The right to be heard allows consumers to express their opinion on the product in case of any complaint that should be fairly and promptly treated. 5. The right to healthy environment guarantees that consumers can participate in the development of policies which affect them. 6. The 16th of April is the World Consumer Rights Day.

Assignment 8. ***Translate into Ukrainian.***
The essence of consumerism; to establish standards of fineness for gold and silver; Medieval local laws relating to standards; to expect that the product is safe to use; to set safety requirements; to provide full information about potential risks; objective adequate information; to make an informed choice among goods and services; any complaint should be fairly and promptly treated;
injury or damage resulting from the use of goods and services; to modify an attitude towards consumption; ever-growing use of natural resources; political bodies responsible for consumer affairs; to be dedicated to; to commemorate World Consumer Rights Day.

Assignment 9. ***Translate into English.***
Єдине визначення; приймати статут; ввести термін; згодом було введено ще декілька прав споживачів; захищати споживача проти фізичних травм; характеристики наявних товарів; пропонувати товари за конкурентними цінами; виражати думку; розумно діяти на ринку; з точки зору; нести відповідальність за збитки, спричинені довкіллю; безвідповідальні виробники; представляти уряду основний план; основа введення мінімальних стандартів.

Assignment 10. ***Find the synonyms to the following words.***
Fairly, promptly, to treat, compensation, faulty, to operate, wise, to ensure, choice, framework, baseline, worldwide, essence, to relate to, potential, to protect, eventually, to expect, features (of a product), definition.

Assignment 11. ***Fill in the blanks with an appropriate word. Translate the text.***

post-purchase, buyer, purchase, motivation, complaint, alternatives, determine, satisfied.

After the purchase has taken place, the … begins evaluating the product to check whether its actual performance meets expected levels. Many of the criteria used in evaluating … are applied again during the … evaluation. This stage will … whether the consumer is … or dissatisfied.

Either outcome strongly influences consumers' … and information processing. Consumers' satisfaction or dissatisfaction determines whether they make a …, communicate with other possible buyers or … the product again.

Assignment 12. ***Fill in the blanks with prepositions. Translate the passage.***

There are important reasons … marketers to analyze consumer buying behaviour. The success … a company's marketing strategy will depend … how buyers react … it. The marketing concept stresses that the marketing mix companies develop must be designed with customer needs … mind. To find … what satisfies customers, marketers must examine the main influences … what, where, when and how consumers buy. … understanding these factors better, marketers are better able to predict how consumers will respond … marketing strategies. Ultimately, this information helps companies compete more effectively … the marketplace and leads … more satisfied customers.

Assignment 13. ***Consult the dictionary and define the following terms.***

Consume, consumable, consumables, consumer, consumption, consumerism.

Assignment 14. ***Translate into English.***

1. Споживачі довгий час були захищені законами. 2. Роблячи покупку, споживач сподівається, що товар є безпечним для використання. 3. Споживач має право поскаржитися, і скаргу буде розглянуто чесно та невідкладно. 4. Люди повинні споживати товари розумно, зменшуючи кількість відходів, забруднення та токсичних викидів. 5. Природні ресурси знищуються безвідповідальними виробниками, корпораціями та урядом. 6. Основні напрямки захисту прав споживача являють собою основу для встановлення мінімальних стандартів захисту.

Grammar: Sequence of Tenses/ Правило узгодження часів

Правило узгодження часів застосовується в складнопідрядних реченнях і полягає в наступному:

Якщо ***присудок*** *головного речення* виражений дієсловом в **минулому часі** (найчастіше в **Past Indefinite**), то ***присудок*** в *підрядному реченні* вживається **в одному з минулих часів** відповідно до дії, яку він описує.

Можливі 3 варіанти відношень між часом протікання дії в головному та підрядному реченнях.

I.Дії в головному та підрядному реченнях відбуваються **одночасно**. Присудки вживаються в **Past Indefinite** або в **Past Continuous.** Підрядне речення перекладається на українську мову *теперішнім часом*. Приклад:
I **was** sure that he **knew** the company's address (Past Indefinite).
Я був впевнений, що він *знає* адресу компанії.
I **thought** that she **was working** for that firm (Past Continuous).
Я вважав, що вона *працює* в тій фірмі.
II. Дії в головному та підрядному реченнях відбуваються **в різні періоди часу в минулому**, причому дія в **підрядному реченні** відбулась **раніше**, ніж дія в головному. В цьому випадку присудок підрядного речення вживається в **Past Perfect (active/passive)** або в **Past Perfect Continuous (active).** Підрядне речення перекладається на українську мову *минулим часом*. Приклад:
We **expected** that he **had checked** all the documents (Past Perfect active). Ми очікували, що він *перевірив* всі документи.
We **expected** that all the documents **had been checked** (Past Perfect passive). Ми очікували, що всі документи *були перевірені*.
We **expected** that he **had been checking** the documents since the morning (Past Perfect Continuous).Ми очікували, що він *перевіряв* документи від ранку.
III. Дії в головному та підрядному реченнях відбуваються **в різні періоди часу**, причому дія в **підрядному реченні** відбуватиметься **пізніше,** ніж дія в головному, тобто **у відносному майбутньому** щодо дії в головному реченні. В цьому випадку присудок в підрядному реченні вживається у формі **Future-in-the-Past** відповідного часу (**Indefinite, Continuous, Perfect, Perfect Continuous)**. Форма **Future-in-the-Past** утворюється шляхом заміни допоміжних дієслів майбутнього часу **shall→should, will→would** у відповідному майбутньому часі. Підрядне речення перекладається на українську мову *майбутнім часом*. Приклад:
We **decided** that they **would order** the goods according to the contract (Future-in-the-Past Indefinite active). We **decided** that the goods **would be ordered** according to the contract (Future-in-the-Past Indefinite passive). Ми вирішили, що вони *замовлять* товари згідно контракту. Ми вирішили, що товари *будуть замовлені* згідно контракту.
!! Правило узгодження часів не застосовується в підрядних реченнях, які виражають загальновідомі факти. Приклад:
The children **learned** that water **boils** at 100° C.
We **knew** that Adam Smith **published** his "Wealth of Nations" in 1776.

Assignment 15. ***Read and translate the following sentences. Explain the use of tenses in subordinate clauses:***
1. I saw that the marketer was trying to gear all efforts to satisfying consumer needs.
2. It was announced in a newspaper that the company would succeed in production and sales.
3. They understood that he hadn't advocated his ideas.
4. He said that their company was busy selecting and analyzing a target market.
5. We knew that they had supplied their products at a good price.
6. The client said that he agreed to our price.

7. We were sure that our goods had met the customer's requirements.
8. They said that they would create and maintain an appropriate marketing mix.
9. They learned that the globalization is a continuous process of economic development.
10. I was sure that you would support our marketing strategy.

Assignment 16. ***Put the verbs in the principal clause in the Past Indefinite and make the necessary changes in the subordinate clause observing the rules of the sequence of tenses:***
1. The manager knows that the sale of their goods is restricted to certain markets.
2. He considers that the products will have been delivered by Monday.
3. They explain that promotion of these goods has some advantages.
4. You are sure that you have gained benefits from the new marketing strategy.
5. Everybody knows that the four Ps include product, price, place and promotion.
6. She says that they have been specializing in promoting the products' features and benefits to the target markets.
7. He states that they are going to design, develop and enhance their products.
8. They think that our products will be distributed to the markets soon.
9. I suppose that they have created an appropriate marketing mix.
10. We promise that we'll gear all our efforts to satisfying consumer needs.

Assignment 17. ***Make the actions in both principle and subordinate clauses simultaneous:***
1. We were sure that our marketer (to provide) the right price, the right place with the right promotion for our product at the moment.
2. She stated that that improvement (to be) rather necessary.
3. I knew they (to have) in stock many products.
4. She expected that we (to check) the documents at that time.
5. We realized that his business (to run) all by himself.
6. They explained why the business of marketing (to have) to be organized, directed, and controlled to be effective.
7. He considered that his company (to be) very small to engage in that expensive marketing campaign.
8. You said that they (to design) a new product then.
9. The secretary knew that the executive director (to be going) to be present at the meeting.
10. They were surprised that we (to do) business with foreign partners.

Assignment 18. ***Make the action in the subordinate clause prior to the action in the principal clause:***
1. He was surprised that they (to develop) those goods.
2. I was sure they (to analyze) the target market.
3. It was clear that the work of the marketing department (to start) already.
4. They believed that he continuously (to supply) that product only to their stores.
5. She knew that they (to prepare) all necessary documents for 3 days.
6. We agreed that the problem (to solve) successfully.

7. I realized that he tried to explain why he (to adopt) such strategy for the company.
8. He didn't know that the goods (not to supply) yet.
9. She understood that they (to promote) the products' features and benefits for a month only.
10. My mother thought that I (to focus on) increasing importance of services and customer service.

Assignment 19. ***Refer the action in the subordinate clause to the future:***
1. We knew that Mr. White (to go) on business to London in a week.
2. I believed that he (to order) a good promotion.
3. He thought that they (to arrange) early delivery of his goods.
4. They informed that the marketing mix (to create) by the end of the month.
5. She was sure that we (to offer) a unique product by that company.
6. The director decided that he (to introduce) his new deputy at the staff meeting.
7. He expected that the marketing department (to distribute) the product to the market.
8. We hoped that he (to work) at that project for the next two months.
9. The marketer promised that he (to create and maintain) the proper marketing mix.
10. She supposed that the company (to adopt) a new strategy by the next year.

UNIT 14

MARKETING CONCEPT

Grammar: Reported Speech

Assignment 1. ***Read and learn the following words and phrases.***
to adopt – приймати;
to achieve long-term success – досягти довгострокового успіху;
to gear – спрямовувати(ся);
to emerge – з'являтися;
era – ера;
to succeed in – мати успіх, досягати мети;
profit-oriented organization – прибуткова організація;
nonprofit organization – неприбуткова організація, некомерційна;
to advocate – відстоювати, підтримувати;
viewpoint – погляд, точка зору;
coordinated set of activities – ряд послідовних дій;
marketing mix – асортимент товарів як маркетингова стратегія; фактори маркетингу у компанії;
target market – цільовий ринок;
preference – перевага, вподобання;
to revolve – обертатися;
to enhance – збільшувати;
to set a price – встановлювати ціну;
the products' features and benefits – відмінності товарів та ті вигоди, які можна одержати, використовуючи їх;
core – суть;
controllable factors – керовані фактори;
to affect – впливати.

Assignment 2. ***Read and translate the following text.***

MARKETING CONCEPT

The marketing concept can be defined as **adopting** a consumer orientation in order **to achieve long-term success**. All of the organization's efforts are geared to satisfying consumer needs. The philosophy of the marketing concept **emerged** during the 1950s, as the marketing **era succeeded in** the production and the sales. The concept can be applied to both **profit-oriented** and **nonprofit organizations**. **Marketing** is the link between the organization and the consumer. It is the way in which consumer needs are determined and the means by which consumers are informed that the organization can meet those needs.

In addition to selling goods and services, marketing is also used **to advocate** ideas or **viewpoints**, and to educate people.

Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers.

According to the marketing concept an organization should try to satisfy the needs of customers through **a coordinated set of activities** that at the same time allows the organization to achieve its goals. **Marketing strategy** involves creating and maintaining an appropriate **marketing mix** (product, distribution, promotion, price and people) and selecting and analyzing **a target market** (a group of people for whom a firm creates and maintains a marketing mix that specially fits the needs and **preferences** of that group). In other words, **marketing** is a strategic management process; the business of marketing must be organized, directed, and controlled to be effective.

It has often been said that the key to successful marketing is having the right product at the right price in the right place with the right promotion. In the end, the person who decides the 'rightness' of these four elements is the customer.

The daily activities of people who work in marketing departments **revolve** around designing, developing, and **enhancing** products, **setting the prices** for those products, promoting **the products' features and benefits** to the target markets, and distributing the products to the markets. These activities, the **core** of any marketing system, constitute **the four controllable factors** that provide the most effective choice for the consumer. They are often referred to as **'the four Ps'** of marketing: **product, price, place (distribution) and promotion.**

Each of the 4 Ps focuses on the customer and each is related to the other because a decision about one usually **affects** the others. The most effective combination of the 4 Ps is the right marketing mix for each particular product or service.

Note: The 4 Ps of marketing are now the 7 Ps, because of the increasing importance of services and customer service. They are: product, price, promotion, place, people, process and physical evidence.

Assignment 3. ***Answer the following questions.***

1. How can the marketing concept be defined?
2. Where are the organization's efforts geared to?
3. When did the philosophy of marketing concept emerge?
4. What is marketing?
5. What are the major components of a marketing strategy?
6. What is a target market?
7. What is marketing mix?
8. What is the key to successful marketing?
9. What are the four controllable factors that provide the most effective choice for the consumer?

Assignment 4. ***Match the words and phrases with the correct definition and learn them.***

Market price	Gathering, recording and analyzing of facts

	related to marketing goods and services.
Marketing research	The idea of fulfilling the needs of customers at a profit.
Marketing concept	The combination of 4 marketing activities aimed at creating demand among the target market.
Marketing mix	The market that appears most promising in terms of the highest and most probable profit margins.
Target market	The price of goods or services established by the interplay of supply and demand in a market.

Assignment 5. ***Ask questions to fit these answers.***

1. Marketing is a part of business which is concerned with the way in which a product is sold. 2. The marketing concept emerged because the marketing era succeeded in the production and the sales. 3. The marketing concept can be applied to both profit-oriented and nonprofit organizations. 4. Marketing strategy involves creating and maintaining an appropriate marketing mix and selecting and analyzing a target market. 5. The key to successful marketing is having the right product at the right price in the right place with the right promotion. 6. The daily activities of people who work in marketing departments revolve around designing, developing, and enhancing products.

Assignment 6. ***Indicate by circling the appropriate response whether each of the following statements is true (T) or false (F). If it is false, say why.***

T F 1. During the 1950s the marketing era failed in the production and sales.
T F 2. Marketing is the link between the organization and the consumer.
T F 3. The 4 P's provide the most effective choice for the consumer.
T F 4. Marketing mix is a group of people for whom a firm creates and maintains a marketing mix.
T F 5. A person who decides the 'rightness' of 4 elements is a customer.
T F 6. Product is the first and most important element of the marketing mix.

Assignment 7. ***Translate the following phrases into Ukrainian.***

To adopt a consumer orientation; in addition to selling goods and services; to advocate ideas or viewpoints; to distribute want-satisfying products; to maintain an appropriate marketing mix; to fit the needs and preferences of the group; the key to successful marketing; the daily activities of people revolve around designing and enhancing products; process and physical evidence.

Assignment 8. ***Translate into English.***

Для того, щоб досягти довгострокового успіху; усі зусилля організації спрямовано на; концепцію можна застосувати як до прибуткових організацій, так і до неприбуткових; задовольняти потреби (декілька варіантів); усі фактори зосереджуються на покупці; одне рішення впливає на інше.

Assignment 9. ***Match the pairs of synonyms. Use any 5 words in the sentences of your own.***
A: benefits; core; to emerge; to maintain; to affect; to achieve (the goals); to apply.
B: to use; to accomplish; to advocate; to influence; advantages; to appear; essence.

Assignment 10. ***Match the pairs of words with opposite meaning. Use any 5 words in the sentences of your own.***
A: long-term; success; to satisfy; profit-oriented; to create; right; to emerge.
B: wrong; to disappear; short-term; failure; nonprofit; to disappoint; to destroy.

Assignment 11. ***Fill in the spaces to match the 7 Ps to the best definition.***

People	**Physical evidence**	**Place**	**Price**	**Process**	**Product**	**Promotion**

1. ---------- The goods and services a company provides.
2. ---------- Everyone involved with the company and its products, especially the customers.
3. ---------- Decisions about what customers pay for the product.
4. ---------- Anything that shows or mentions the name and image of the company and its products.
5. ---------- Things concerned with location and distribution.
6. ---------- All the ways in which the company and its customers interact.
7. ---------- Ways to make the company and its products well known and ways to sell products.

Assignment 12. ***Fill in the blanks with an appropriate word. Translate the text.***

Engage; skills; perform; charitable; challenging; research; opportunities; earns; cultural; packaging; nonprofit; retailing; work.

In Europe and the United States between 25 and 33 per cent of all civilian workers … marketing activities. The marketing field offers a variety of interesting and … career …, such as personal selling, advertising, …, transport, storage, marketing …, product development, wholesaling, …, strategic planning and consultancy. In addition, many individuals who … for organizations … in marketing activities. Marketing skills are used to promote political, …, church, civic and … activities. Whether a person … a living through marketing activities or performs them without compensation in …organizations marketing, knowledge and … are valuable assets.

Assignment 13. ***Read the text. What is it about? Give the title to the text. Prove your choice and answer how the study of marketing relates to economics, sociology and psychology.***

Marketing is closely related to economics, the social science, concerned with the production, distribution, and consumption of useful goods and services. In traditional economic thought economic activity creates utilities of form, place, time, and possession. To marketers the form created is the product; place and time refer to

having the product available where and when it is needed; and possession relates to ownership or transfer of title. Marketing is a part of the broad field of economics that helps to create these four all-important utilities.

Marketing is also related to other social sciences. It studies people in a social context, as members of different groups. Advertisers, for example, aim their appeals at particular market segments, such as the youth market, the urban market, the black market, or the farm market. Sociology helps us understand the differences not only between our society and those of other nations but also between various subcultures within our own country.

Psychology is the study of the mental, attitudinal, motivational, or behavioral characteristics of an individual or a group of individuals. Marketing practitioners find knowledge of psychology helpful in formulating advertising and sales campaigns. How do people think? What motivates them to buy? How can we change their buying habits? What price will have the strongest appeal? Psychological research has become a major tool of marketing analysts.

Assignment 14. ***Translate into English.***

1. Концепцію маркетингу, що виникла у 50-х роках, можна застосувати як до прибуткових, так і до неприбуткових компаній. 2. Стратегія маркетингу включає створення належного маркетингового комплексу. 3. Згідно з концепцією маркетингу, організація повинна задовольняти потреби покупців за допомогою ряду послідовних дій. 4. Чотири керовані фактори, які забезпечують найбільш ефективний вибір для споживача є суттю будь-якої системи маркетингу. 5. Маркетинг близько пов'язаний з такими соціальними науками, як економіка, соціологія та психологія. 6. Маркетинг вивчає людей у соціальному контексті.

Grammar: Direct and Reported speech (Пряма та непряма мова)

При перетворенні прямої мови в непряму утворюється складнопідрядне речення, в якому слова автора стають головним реченням, а пряма мова – підрядним додатковим. Якщо в словах автора дієслово вживається в теперішньому або в майбутньому часі, то в підрядному реченні час дієслова-присудка не змінюється. Якщо слова автора містять **дієслово в минулому часі**, то в підрядному реченні час присудка змінюється згідно **правила узгодження часів**. Зміна часів при перетворенні виглядає наступним чином:

Direct Speech пряма мова	**Reported Speech** непряма мова
Present Indefinite	Past Indefinite
Present Continuous	Past Continuous
Present Perfect	Past Perfect
Present Perfect Continuous	Past Perfect Continuous
Past Indefinite	Past Perfect
Past Continuous	Past Perfect Continuous
Past Perfect	Past Perfect
Past Perfect Continuous	Past Perfect Continuous

Future Indefinite	Future-in-the-Past Indefinite
Future Continuous	Future-in-the-Past Continuous
Future Perfect	Future-in-the-Past Perfect
Future Perfect Continuous	Future-in-the-Past Perfect Continuous

Зміна обставин часу і місця та деяких займенників при перетворенні прямої мови в непряму:

Direct Speech	**Reported speech**
now	then
today	that day
yesterday	the day before
tomorrow	the next day
the day after tomorrow	two days later
ago	before
tonight	that night
last year	the year before
last month	the month before
next	the next/the following
this	that
these	those
here	there

При перетворенні прямої мови в непряму особові, присвійні та зворотні займенники змінюються відповідно до змісту. Приклад:
He said, " *I* shall call on *you* at *your* place tonight".
He told me that *he* would call on *me* at *my* place that night.
Reported statements. Розповідні речення.
При перетворенні розповідних речень з прямої мови в непряму застосовуються правила, описані вище. Приклад:
1. She said," I want to visit this exhibition next Monday".
She said that she wanted to visit that exhibition the following Monday.
2. He said, "I didn't lend Mike any money yesterday".
He said that he hadn't lent Mike any money the day before.
З метою урізноманітнення мови вживаються такі дієслова мовлення як to tell, to report, to exclaim, to suggest, to whisper, тощо.

Assignment 15. ***Change the following from the direct into the reported speech:***
1. He said, "She is my business partner and my best friend."
2. We exclaimed, "The director managed to improve this marketing aspect."
3. I thought: "I have made fewer mistakes this time."
4. She told us, "Your key to successful marketing will be having the right product at the right price in the right place with the right promotion."

5. He said, “This marketing strategy involves creating and maintaining an appropriate marketing mix.”
6. Our director admitted, “Correct marketing strategy helped me a lot to boost sales.”
7. She said, “I have just specified the four Ps of our marketing strategy.”
8. The inspector informed, “Your marketing strategy doesn’t comply with the market rules.”
9. We admitted, “He didn’t select the target market appropriately.”
10. They stressed, “This is a very inappropriate marketing mix.”
11. The manager informed, “We are now designing, developing, and enhancing products.”
12. She noted, “Our company has recently adopted a consumer orientation in order to achieve long-term success.”
13. They explained, “Marketing is the link between the organization and the consumer.”
14. We said to him: “Nobody will ever know what I told you yesterday.”

Assignment 16. ***Express the following statements in reported speech using the reporting verbs in brackets:***
1. The CEO said to us, “The marketing department will be enhancing the product during the whole next month” (tell).
2. She said, “The workers didn’t distribute the goods yesterday” (claim).
3. “They are analyzing the target market now”, I said (admit).
4. “I meet our customers today”, he said to me (tell).
5. “You are speaking too loudly”, she said (whisper).
6. Our partner said, “You won’t have set the right price by next week” (agree).
7. “We applied marketing techniques a month ago”, he said to himself (think).
8. “Our firm will be the leader in the market in a few months”, you said (boast).
9. The manager said to the partner, “I distributed the products to the markets the day before yesterday” (inform).
10. “They are going to affect our decision”, we said (stress).

Assignment 17. ***Express the following statements in reported speech using the reporting verbs in brackets:***
1. “Our company will produce the most goods next year”, he said (boast).
2. “Yes, your terms are better than your competitors”, she said (agree).
3. “They haven’t given me any explanation”, Mike said (claim).
4. She said, “Well, your proposal sounds interesting” (admit).
5. He said angrily, “They never distribute goods in time!” (exclaim).
6. The banker said, “We do not know your credit history” (protest).
7. “The opportunity to expand is very favourable at the moment”, he said to his boss (tell).
8. “Sh-sh-sh… You are speaking too loudly”, she said (whisper).
9. He said, “This project is vital for our business” (stress).
10. He said to himself, “Everybody will come to the presentation tomorrow” (think).

Reported questions. Запитання.

При перетворенні прямих питань у непрямі змінюється порядок слів і питальне речення перетворюється на розповідне з прямим порядком слів, а питальне слово стає сполучником. У випадку загальних питань допоміжне дієслово не вживається, а підрядне речення приєднується за допомогою сполучників *if/whether*. Приклад:

1. He asked, " **Do** you **prefer** tea or coffee?"
He asked me *if/whether* I **preferred** tea or coffee.
2. He asked, "*Where* **did** you **order** these goods?"
He wanted to know *where* we **had ordered** those goods.
3. She asked, "*What* **have** you **bought** for yourself?"
She wondered *what* I **had bought** for myself.

Для урізноманітнення мовлення вживаються такі дієслова як to ask, to inquire, to wonder, to want to know, тощо.

Assignment 18. ***Express the following questions in reported speech using the reporting verbs in brackets:***

1. "Have you ever promoted the product to target markets?" he asked me.
2. "Where does this price come from?" she asked (want to know).
3. "When did you write to your partners last?" he asked (request).
4. "What were you doing yesterday at seven?" she asked (inquire).
5. "Haven't they already completed this transfer?" the manager asked (wonder).
6. "Why did they change their opinion yesterday?" his boss asked (want to know).
7. "Are you going to create a new marketing mix?" my friend asked me.
8. "What strategy did the company adopt?" the chief marketer asked his employee.
9. "Will they have satisfied their customers' needs by the end of the year?" the director asked (want to know).
10. "Where will they locate their new plant?" my partner asked (inquire).

Assignment 19. ***Express the following questions in reported speech using the reporting verbs in brackets:***

1. "Has the company selected the right marketing strategy?" they asked (want to know).
2. "What goods will they supply next week?" I asked (wonder).
3. "When will you sign the contract?" he asked me (ask).
4. "Are you going to finance their business activities?" the manager asked (inquire).
5. "Who is your marketing manager?" they asked us (ask).
6. "Why haven't you discussed the four Ps today?" I asked (request).
7. "How will you divide your market?" we asked (wonder).
8. "Will they have finished this marketing campaign by the end of the year?" the director asked (want to know).
9. "Didn't you apply for a new job a month ago?" she asked me (ask).
10. "What were you doing yesterday at that time" he asked (inquire).

Orders, requests and proposals. Накази, прохання, поради.

При перетворенні наказових речень з прямої мови в непряму дієслово в наказовому способі замінюється відповідним інфінітивом у стверджувальній або заперечній формі. Приклад:
1. The director said, "**Enter** this transaction into the ledger".
The director ordered **to enter** that transaction into the ledger.
2. He said to me, "**Don't come** tomorrow. I shall be very busy".
He asked me **not to come** the next day as he would be very busy.
З метою урізноманітнення мови вживаються такі дієслова мовлення як to ask, to request, to propose, to suggest, to order, to tell, тощо.

Assignment 20. ***Express the following orders, requests and proposals in reported speech using the reporting verbs in brackets:***
1. "Please, help me to coordinate his work", she said to me (ask).
2. "Let's write down our proposals and then discuss them in details", he said (suggest). 3. "Open the ledger at page 27", the accountant said to his assistant (tell).
4. "Please, don't tell her about my failure", he said to me (ask).
5. "Never mention this name to me again", he said to his friend (warn).
6. "Let's plan our marketing strategy tomorrow", she said (propose).
7. "Don't forget to send them a message", he said to his secretary (tell).
8. "Please, sit down", she said (invite).
9. "Better do it now", he said (advise).
10. "Consider every element of the marketing mix carefully", the director said to his deputy (order).

Assignment 21. ***Express the following orders, requests and proposals in reported speech using the reporting verbs in brackets:***
1. "Give them, please, a 5% discount", he said (ask).
2. The marketer said, "Follow my instructions" (order).
3. "Better finish your report now", she said to me (advise).
4. He said to us, "Don't design these goods today" (tell).
5. "Be attentive when creating the marketing mix", he said to his assistant (warn).
6. Jane said, "Let's send them the coordinated set of activities right now" (propose).
7. I said to him, "Don't buy the car now" (recommend).
8. "Please, come in", she said (invite).
9. The director said to his deputy, "Don't forget to have the right product at the right price in the right place with the right promotion" (order).
10. We said to the secretary, "Prepare all the documents for the manager till Monday" (tell).

Assignment 22. ***Transform the following sentences into direct speech observing all the necessary changes of verbs, adverbs and pronouns:***
1. She wanted to know how long it would take me to select and analyze a target market.
2. They were sure that we were discussing the marketing mix then.
3. The director told his employee to enhance the product.
4. She advised them not to set that price for their product.

5. They told us that they would accept our marketing strategy the next day.
6. They asked us whether we were going to promote those products.
7. We asked the company's manager to give us a discount.
8. The manager asked his deputy whether he knew that the partners had already arrived.
9. I thought that their company met the customers' needs.
10. They warned me not to accept their terms.
11. He realized that the agreement had already been concluded.
12. She asked me what I had delivered to my customers two days before.
13. He wondered what terms we had been discussing at that time a month before.
14. The director told his partner that there was no demand for that product.
15. The manager ordered his secretary to apply the new strategy at once.

Assignment 23. ***Rewrite each sentence in reported speech.***

1. Steve said, "Be more attentive. You are always making the same mistake". 2. Kate asked me, "How long have you been working for this company?" 3. He reminded me, "Don't forget to do it!" 4. The lecturer said, "Marketing is a total system of business activities". 5. They asked me at the interview, "Do you speak English fluently?" 6. She proposed, "Let's meet again in a month". 7. He said, "They have never applied this marketing strategy". 8. She said, "I was studying Marketing for 4 years at the University". 9. The head of the department told us, "This conference gives us a chance to make some useful business contacts". 10. Chris said, "I haven't seen my boss yet. I was told that he was inspecting our local production facilities".

Assignment 24. ***Retell the jokes in Reported Speech.***

1. Pam: Hasn't Harvey ever married?
   Beryl: No, and I don't think he intends to, because he's studying for a Bachelor's degree.
2. – Our economics professor talks to himself. Does yours?
   – Yes, but he doesn't realize it – he thinks we're listening.

Assignment 25. ***Translate into English:***

1. Ми були впевнені, що завтра маркетологи встановлять ціну на наш новий продукт. 2. Менеджер сказав своїм працівникам, що їх відділ буде покращувати якості товару та збільшувати вигоди від нього. 3. Ми поцікавилися, як маркетинг впливає на довгостроковий успіх компанії. 4. Експерти хотіли знати, чи цей маркетинговий комплекс задовольнить усі потреби компанії. 5. Директор компанії наказав негайно прийняти іншу маркетингову стратегію. 6. Він сказав мені, що їхня фірма вже створила і розробила новий продукт. 7. Я порадила йому не обирати цей ринок як цільовий, а проаналізувати інші. 8. Директор запитав, чи маркетинговий відділ зараз працює над створенням нового маркетингового комплексу. 9. Покупець попросив продавця надати йому 3% знижку. 10. Вони запитали в нас, які елементи маркетингового комплексу є основними. 11. Він знав, що відповідний товар за відповідну ціну у

відповідному місці та з відповідним просуванням є ключем до довгострокового успіху компанії. 12. Власник компанії сказав службовцям збалансувати елементи маркетингового комплексу. 13. Наші конкуренти хотіли довідатися, коли ми розпочнем просування нашої продукції. 14. Він запропонував колегам детально обговорити ці питання. 15. Економісти зауважили, що рішення прийняти нову маркетингову стратегію залежить від багатьох факторів.

UNIT 15

PRODUCT

Grammar: Expressing the Present Action

Assignment 1. ***Read and learn the following words and phrases.***
product item – одиниця продукції; **~ line** – група однакових товарів або товари, призначені для подібних ринків; **~ mix** – асортимент товарів;
brand – марка;
reliability – надійність;
innovation – нововведення, інновація, оригінальний товар;
adaptation – адаптація, пристосування;
life expectancy – очікувана тривалість життєвого циклу;
competing – конкуруючий, конкурентний;
introduction – впровадження;
growth – зростання;
maturity – зрілість;
decline – занепад, спад;
forward-thinking company – компанія, що піклується про майбутнє;
consumer products – споживчі товари; **industrial/business-to-business** ~ товари виробничого призначення; **convenience** ~ товари повсякденного попиту; **shopping** ~ спеціалізовані товари; **specialty** ~ фірмові товари, предмети розкошу; **unsought** ~ товари, купівля яких не планувалась заздалегідь і була обумовлена негайною потребою;
substitute – замінник;
aggressive personal selling – нав'язлива особиста торгівля;
intended use – призначення;
raw materials – сировина;
major equipment – основне обладнання;
accessory equipment – допоміжне обладнання;
component parts – комплектуючі деталі;
process materials – обробні матеріали;
consumable supplies – споживчі предмети постачання;
MRO (maintenance, repair and operating) items – предмети постачання, що використовуються для технічного обслуговування, поточного та капітального ремонту

Assignment 2. ***Read and translate the following text.***

PRODUCT

Product is the first and most important element of the marketing mix. **Product strategy** calls for making coordinated decision on the **product mix**, **product lines**, individual **product items**, **brands**, packages and services.

A product is everything that is received in an exchange. A product is not just a collection of components but includes its design, quality and **reliability**. Every

product must possess a **'unique selling proposition'** (**USP**) – features and benefits that make it unlike any other product in its market.

A product item is a specific version of a product, while a **product line** is a group of closely related product items that are considered a unit because of marketing, technical or end use considerations. The total group of products that an organization makes available to customers is called **a product mix**.

Most of the products coming into the market are not really original. It means that they are not new; these products are existing items to which a modification or **adaptation** has been made. Only few products, very often formed on the basis of a new business, are **innovations**. For instance, a clock-television is an adaptation, while a TV-set itself was an innovation.

Every product has **a life-cycle**, the stages of which are **introduction**, **growth**, **maturity** and **decline**. The **life expectancy** of a product is based on buyers' wants, the availability of **competing** products and other conditions. **Forward-thinking companies** are continually developing new products to replace products whose sales are declining and coming to the end of their lives.

Products can be classified on the basis of the buyers' intentions. Thus, **consumer products** are those purchased to satisfy personal and family needs. **Industrial** or **business-to-business products** are purchased for the use in a company's operations or to make other products.

Consumer products can be subdivided into **convenience, shopping, specialty and unsought products**.

Convenience products range from bread to newspapers. They are relatively inexpensive, frequently purchased and rapidly consumed items. The buyers spend little time planning the purchase or comparing available brands or sellers. Items that are more carefully chosen are called **shopping products**. Buyers spend more time and effort in planning and purchasing these products. They compare stores and brands with respect to prices, product features, quality, services and guarantees. Appliances, furniture, computers are examples of shopping products. Products that possess unique characteristics and require a buyer's considerable effort to obtain are called **specialty products**. Buyers actually plan the purchase of a specialty product; they know exactly what they want and will not accept the **substitute**. An example of such type of a product is a Cartier watch. If a consumer needs to solve a sudden problem, for example emergency car repair, he would purchase what is called **an unsought product**. In general the consumer does not think of buying these products regularly. Life insurance is an example of unsought product that needs **aggressive personal selling**.

Industrial products can be classified into seven categories according to their characteristics and **intended uses**: **raw materials, major equipment, accessory equipment, component parts, process materials, consumer supplies, MRO (maintenance, repair and operating) items** and industrial services.

Assignment 3. Answer the following questions.

1. What is called 'a product' and 'product strategy'?
2. What characteristics must a product possess?

3. How do we define a product item/a product line/a product mix?
4. What is the difference between an innovation and adaptation?
5. Why is the product life-cycle important for product developing?
6. What categories are products classified into on the basis of the buyers' intentions?
7. What types of consumer products do you know?
8. How do consumers plan the purchase of different types of consumer products?
9. What categories are industrial or business-to-business products classified into?

Assignment 4. ***Ask questions to fit these answers.***
1. A product item is a specific version of a product. 2. Product items are considered a unit because of marketing, technical or end use considerations. 3. Every product has a life-cycle. 4. Products can be classified on the basis of the buyers' intentions. 5. Convenience products range from bread to newspapers. 6. The buyers spend little time planning the purchase or comparing available brands or sellers. 7. Every product possesses a 'unique selling proposition'.

Assignment 5. ***Indicate by circling the appropriate response whether each of the following statements is true (T) or false (F). If it is false, say why.***
T F 1. A shopping product is a relatively inexpensive, frequently purchased item for which buyers want to exert only minimal effort.
T F 2. A specialty product possesses one or more unique characteristics for which a significant group of buyers is willing to exert considerable effort.
T F 3. A convenience product is a relatively inexpensive, frequently purchased and rapidly consumed item.
T F 4. A raw material is a basic material that actually becomes a part of a physical product.
T F 5. The total group of products that an organization makes available to customers is called a product item.
T F 6. Industrial products can be classified into seven categories according to their characteristics and intended uses.
T F 7. Appliances, furniture, computers are examples of unsought products.

Assignment 6. ***Translate the following phrases into Ukrainian.***
Product strategy calls for making coordinated decisions; to possess a 'unique selling proposition'; to be unlike any other products; a group of closely related product items; end use considerations; the life expectancy of a product; the availability of competing products; forward-thinking companies; to satisfy personal family needs; aggressive personal selling; MRO items.

Assignment 7. ***Translate into English.***
Відмінності та переваги товарів; група товарів у цілому; одиниця продукції; група однакових товарів; асортимент товарів; замінювати товари, продаж яких падає; наміри покупців; відносно недорогий; відповідно до; вимагати значних зусиль від покупця.

Assignment 8. ***Match the pairs of synonyms. Use any 5 words in the sentences of your own.***
A: to receive; stage; conditions; to decline; quickly; to possess; regularly.
B: to own; constantly; to fall; terms; phase; to obtain; rapidly.

Assignment 9. ***Match the pairs of words with opposite meaning. Use any 5 words in the sentences of your own.***
A: continually; frequently; unique; forward; aggressive; major; reliability.
B: minor; unreliability; backward; occasionally; rarely; common; calm.

Assignment 10. ***Fill in the blanks with an appropriate word or phrase.***

Use, product, family needs, industrial, classification, consumer product, however, categorized, broom, both, maintenance, intent.

CATEGORIES OF PRODUCTS

Products can be grouped into two general categories – consumer and … . A product purchased to satisfy personal and … … is a … … . A … bought for use in a firm's operations or to make other products is an industrial product. The buyer's … – or the ultimate use of the product – determines the … of an item. Note that a single item can be … a consumer and an industrial product. A broom is a consumer product if you … it in your home. …, the same … is an industrial product if you use it in the … of your business. After a product is classified as a consumer or industrial product, it can be further … as a particular type of consumer or industrial product.

Assignment 11. ***Make up a list of the key terms on the topic. Get ready to define the terms of your list using the information from the text.***

Assignment 12. ***Logically organize the following paragraphs to make up the text. Give the title to the text. Translate the text.***

The second stage of the product life cycle, growth, is characterized by rapid increases in sales. It is the stage when competitor appears.

The decline stage is the beginning of the end and occurs when sales and profits are steadily dropping. Frequently a product enters this stage not because of any wrong strategy of the company but because of environmental changes.

Products, like people, have been viewed as having a life cycle. The products life cycle concept describes the stages a new product goes through in the marketplace: introduction, growth, maturity and decline.

The introduction stage of the product life cycle occurs when the product first enters the market, sales grow slowly, and profit is little.

The third stage, maturity, is characterized by a levelling off of total industry sales revenue. Also, marginal competitors begin to leave the market. Most consumers who would buy the product are either repeat purchasers of the item or have tried and abandoned it.

Assignment 13. ***Translate into English.***

1. Усі товари можна поділити на дві основні категорії – споживчі товари та товари виробничого призначення. 2. Товари, що купуються для того, щоб задовольнити особисті та сімейні потреби, називаються споживчими товарами. 3. Традиційно система класифікації споживчих товарів складається з чотирьох категорій: товарів повсякденного попиту, спеціалізованих товарів, фірмових товарів та товарів, купівля яких не планувалася заздалегідь і була обумовлена негайною потребою. 4. Товари повсякденного попиту є відносно недорогими, і покупці витрачають мало часу, щоб купити їх. 5. Спеціалізовані товари є товарами, що ретельно вибираються, і покупці витрачають більше часу та зусиль, плануючи покупку цих товарів. 6. Фірмові товари – це товари, які мають унікальні якості і вимагають від покупця значних зусиль для придбання. 7. Промислові товари поділяються на сім категорій відповідно до їх характеристик та призначення.

Grammar: Expressing the Present Action

Відмінювання дієслова **to purchase** у всіх формах теперішнього часу активного стану

Tense / Form	**Indefinite/Simple** (факт, повторювана чи звична дія; те, що відбувається часто/ рідко/ зазвичай…)	**Continuous** (дія, що відбувається в певний момент, переважно зараз, у момент говоріння)	**Perfect** (завершеність дії, теперішній результат минулої дії)	**Perfect Continuous** (дія, що почалась у певний момент і триває до теперішнього моменту, часто включаючи його)
Present	I ***purchase*** S/he/it ***purchases*** We/you/they ***purchase*** - don't / doesn't purchase - Do/Does __ purchase?	I ***am purchasing*** S/he/it ***is purchasing*** We/you/they ***are purchasing*** - 'm not/ isn't/aren't purchasing - Am/Is/Are___purchasing?	I ***have purchased*** S/he/it ***has purchased*** We/you/they ***have purchased*** - haven't/ hasn't purchased - Have/ Has ___ purchased?	I ***have been purchasing*** S/he/it ***has been purchasing*** We/you/they ***have been purchasing*** - haven't/ hasn't been purchasing - Have/ Has ___ been purchasing?
Typical time expr.	always, often, usually, rarely, from time to time	now/right now, at the moment, nowadays	ever, never, already, just, recently, so far	all day, for months/ages lately, since, for

Assignment 14. ***Define the form of predicates and state the kind of action in each of the following sentences.***

1. He works as a sales manager in a department store. 2. They are planning the reorganization project. 3. She has never worked for such a well-known company before and is aware of the responsibility she now has. 4. Recently we have been given a very important assignment and are now working hard to accomplish it. 5. This production line works automatically; all operations are controlled by the computer. 6. My cousin has been working for this firm selling specialty products for 10 years already. 7. They are very reliable partners – they are always paying in time for the goods they have bought from us. 8. She is looking for a convenience store. Do you know where she can find it? 9. Their new office is being built next to

ours. 10. This project is very risky. It revolves around the factors that we do not control.

Assignment 15. ***Put the verbs in brackets into:***

a) the Present Indefinite:

1. My cousin (to work) as a personnel manager.
2. Wholesalers (to simplify) the process of distribution.
3. Mrs. Holly (to be) a good employee.
4. The president (to have) authority over the managers.
5. The retailer (to sell) goods and services to the ultimate consumer.

b) the Present Continuous:

1. I (to study) hard now to become a successful businessman in the future.
2. They (to leave) in the morning.
3. The secretary (to send) a letter to our partners now.
4. The student (to present) an interesting business plan.
5. The retailers (to sell) goods at the moment.

b) the Present Perfect:

1. Jim (to build) a profitable business.
2. These agents (to receive/ just) commissions.
3. We (to become) students of Chernivtsi Trade and Economics Institute.
4. They (to stock) their store well.
5. We (not to discuss) the functions of middle management yet.

a) the Present Perfect Continuous:

1. Helen (to read) this book since Monday.
2. How long you (to stay) at that hotel?
3. They (not to repair) this office for a month.
4. He looks so tired. What he (to do) since last week?
5. Our boss (to wait) for a call from London for half an hour.

Assignment 16. ***Make the following sentences negative.***

1. They sell this product at 20% discount price. 2. Our family has recently bought a country house. 3. The government has been allocating resources since 1993. 4. Prices motivate production. 5. They are discussing the development plan at the moment. 6. I have not solved this very challenging problem yet. 7. He often makes his well-grounded decisions after a profound analysis of the situation. 8. They are constantly paying attention to the current trends in production technologies. 9. This institute offers a variety of courses in economic subjects. 10. They have already signed the agreement on cooperation in production sphere.

Assignment 17. ***Write questions to the following sentences beginning with the words in brackets***.

1. Managers are in great demand in all spheres of economy (Where?). 2. Our company is managed very successfully (How?). 3. He has just explained our new responsibilities (What?). 4. She tries to create a friendly atmosphere at the working place (Who?). 5. We are given two weeks to install this equipment (How many?),

(What for?). 6. They meet twice a month to discuss our current problems (How often?). 7. The director is holding a meeting at the moment (When?). 8. He always makes a very colourful display of our products (What kind of?). 9. The report of the commission has already been published in the newspapers (Where?). 10. The results of the experiment are being analyzed very accurately (How?).

Assignment 18. ***Complete the sentences using the verb in brackets either in the present simple or present continuous form.***

1. He (to major) in business management. 2. If they (to work) at weekends, they (be paid) compensation. 3. You (to hear) that noise? They still (to work). 4. She always (to make) well-grounded decisions. 5. We (to design) a new model right now. 6. When we (to deal) with this customer we always (to take) a big risk: he never (to pay) in time. 7. Nowadays this trend (to increase). 8. Where (to be) Ann? – She (to hold) a meeting with shareholders in the conference hall. 9. Students' union (to hold) meetings once a month. 10. These days more and more young people (to choose) economics as their future occupation.

Assignment 19. ***Some of the following sentences are right and some are wrong. Mark the right sentences (R). Correct the wrong ones.***

1. What profession are you going to choose? 2. What profession are you preferring? 3. Are you agreeing with their proposition? 4. Much of our success is depending on correct decision. 5. Industrial products serve for the use in a company's operations or to make other products. 6. I am not understanding his idea. 7. There exist many opportunities to develop new products to replace products whose sales are declining and coming to the end of their lives. 8. This product is not satisfying our needs. 9. Our department is consisting of 3 groups that study the characteristics of different products.

Assignment 20. ***Open the brackets, put the verbs into Present Simple or Present Continuous:***

Tommy Hanks (to work) at a huge department store in one of the busiest city districts. He (to be) a shop assistant and usually (to deal) with helping the customers with the purchase of his shop's products. He (to work) in a household appliances store and usually (to explain) product features, qualities, services and guarantees to the clients. As these (to be) shopping goods, people (to spend) a lot of time planning the purchase and (to choose) the product very carefully. Right now, he (to discuss) two TV sets of different brands with diverse features with a visitor. The client (to want) a big TV set for moderate price, but all huge-size TV sets (not to have) all the functions the client desires. So, Tom (to tell) him to purchase a medium-size TV set, but with a good price and all necessary functions.

Assignment 21. ***Open the brackets, put the verbs into Present Simple or Present Continuous:***

1. He usually (deal with) all possible types of products, both consumer and industrial. 2. She usually (to spend) much time and effort in planning and

purchasing shopping products. 3. He (not, to compare) available brands now. He (to purchase) convenience products. 4. Forward-thinking companies continually (to develop) new products. 5. Every product (to have) a life-cycle, the stages of which are introduction, growth, maturity and decline. 6. Where (to be) they? – They (to choose) a new dishwasher at the household appliances store! 7. This product (to possess) unique characteristics and (to require) a buyer's considerable effort to obtain. 8. Where (to go) you? – I (to go) to a convenience store. 9. Where (to work) he? – He (to work) at a local department store, selling specialty products. 10. This (not, to be) an unsought product. 11. We usually (to spend) approximately 50 % of our budget on convenience products. 12. At the moment they (not, to develop) new products, they (to replace) products whose sales are declining and coming to the end of their lives. 13. Shop assistants working in this supermarket (to help) customers choose the necessary product according to its design, quality and reliability. 14. Listen! The manager (to order) industrial products for the use in our company's operations. 15. Where (to be) Peter? – He (to explain) prices, product features, quality, services and guarantees to the customer.

Assignment 22. ***Put the verb in brackets in either the present simple or present perfect.***

1. We (to operate) all over Central Ukraine. We (recently, to set up) several new branches in Poltava and Vinnitsya. 2. I (just, to meet) Mike from the Sales department. …you (to know) him? 3. … you (to hear) the latest news? Our management (plan) to launch a new production line. 4. (Not, to enter) the room. The meeting (just, to begin). 5. They (already, to create) a new team for this project. They (to demand) the best workers to realize it. 6. We (to prefer) to go on holidays in summer. This year we (to decide) to take our holidays in August. 7. He (to learn) three foreign languages already and he (to take) every opportunity to practice them. 8. The company (to want) to expand its activities in this region. They (just, to start) their advertising campaign.

Assignment 23. ***Use the Present Perfect Tense instead of the negative form of the Present Continuous Tense as in the model:***

Model: I am not making an order. – I have just made an order.

1. They are not financing this project.
2. The retailer is not selling his products.
4. We are not designing this product.
5. The manager is not signing the contract.
6. She is not adopting this strategy.
7. I am not buying goods in this supermarket.
8. He is not writing a report.
9. The businessmen are not calling their partners.
10. The director is not reading an applicant's business plan.

Assignment 24. ***Find a person who… Make up dialogues as in the example.***

1. … has purchased convenience products recently.

2. … has lately bought shopping products.
3. … has purchased a specialty product recently.
4. … has lately purchased an unsought product.
5. … has purchased a business-to-business product recently.

A: *Have you purchased convenience products recently?*
B: *Yes, I have. (No, I haven't)*
A: *What was it?*
B: *It was a loaf of bread (some tomatoes/ a tin of tuna/ a carton of milk/ a Coca-Cola can, etc.)*

Assignment 25. ***Put the verbs in brackets in either the present perfect or present perfect continuous.***

1. How long you (study) English? – For about 6 years already. I (take) an advanced course at the institute recently. 2. We already (finished) collecting this information. We (do) this for the last two weeks. 3. The consumer prices (fall) by 2% this quarter. The government (predict) this trend since the beginning of the year. 4. They (discuss) the sales contract in detail for the whole week and eventually (agree) to sign it. 5. You look so happy! What's the matter? – The management (approve) the project which our team (work at) for the last two months. 6. He (not decide) yet which profession to choose: marketing or accounting. He (talk) about this since autumn. 7. … Lora (come) back? – No, she (consult) with our lawyers for 2 hours already but they (not reach) any decision yet. 8. Everybody is pleased with his report. He (conduct) his research for three months and (communicate) his results at the conference this week. 9. They (establish) their sales network for years and (gain) leadership in this region – now they sell the best products and provide the best services. 10. The writer just (finish) the second part of the book which his readers (wait) for so long.

Assignment 26. ***Use the verbs in brackets in the proper present tense form:***

Richard Branson (to become) famous as a 'hippy' businessman since he set up a record company in the 1960s. Since then, he (to run) his business very successfully. At the moment he (to work) on some prospective business projects. How he (to achieve) these results? – The answer (to be) obvious. It (to be) a man who recently (to break) many of traditional rules of management.

Richard regularly (to work) an eleven-hour day. He (to spend) a lot of time talking to people on the telephone and never (to send) memos. He rarely (to hold) meetings, he (to prefer) to make decisions on the phone or on the tennis court. He (to employ) people he (to like) personally. This (to be) more important to him than qualifications.

Nevertheless, he (to have) several business failures lately and nearly (to go) bankrupt but he (to survive) and now (to be) one of the most successful businessmen in Great Britain. Since the 1960s Richard Branson (to put) his success to good ideas, good people and good luck and he still (to do) it.

UNIT 16

PRICING

Grammar: Expressing the Past Action

Assignment 1. ***Read and translate the following words and phrases.***
pricing – ціноутворення; **~ objective** – мета ціноутворення; **~ method** – метод ціноутворення; **~ strategy** – стратегія ціноутворення; **cost-based ~** – ціноутворення на основі витрат; **demand-based ~** – ціноутворення на основі попиту; **competition-based ~** – ціноутворення на основі конкуренції; **penetration ~** – встановлення ціни з метою проникнення на ринок; **odd ~** – встановлення ціни з непарним числом, напр. 4.99 замість 5; **multiple-unit ~** – встановлення нижчої ціни під час покупки декількох одиниць товару; **prestige ~** – встановлення ціни на престижну продукцію;
market saturation – насичення ринку;
share of the market – частка ринку;
to differentiate – виокремлювати /відрізняти/ індивідуалізувати;
markup – надбавка, націнка;
total cost – загальна вартість/собівартість; **~ revenue** – загальний прибуток;
to add – додавати;
breakeven analysis – аналіз беззбитковості;
costs – витрати; **fixed ~** – постійні/фіксовані витрати; **variable ~** – змінні витрати; **to recover the ~** – покривати витрати;
price skimming – встановлення найвищої ціни з метою найшвидшого покриття витрат; **~ lining** – вирівнювання цін;
subjective perception – суб'єктивне сприйняття;
discounting/price reduction – дисконтування; зниження ціни;
discount – знижка; **trade ~** – знижка посередникам/роздрібним торговцям **quantity ~** – знижка за кількістю купленого товару; **seasonal ~** – сезонна знижка.

Assignment 2. ***Read and translate the following text.***

PRICING

Pricing is the process of setting a price for a product. Pricing takes account of the value of a product, its quality, the ability of the customer to pay, the volume of sales required, the level of **market saturation** and the prices charged by the competition. Too low a price can reduce the number of sales as significantly as too high a price. A low price may increase sales but not as profitably as fixing a high, yet still popular, price.

Pricing involves setting the **pricing objectives** and selecting a **pricing method** to achieve these objectives. When determining a **pricing objective,** a firm may choose among maximizing profits, maintaining or increasing its **share of the market**, creating a specific demand for its product, **differentiating** its product from similar products provided by the competitors.

Once a firm has determined its **pricing objectives**, it must select a relevant **pricing method** and **strategy**. **The pricing method** offers a 'basic' price for each product. **Pricing strategies** are then used to modify the basic price according to pricing objectives and the market situation.

The three kinds of pricing methods are **cost-based pricing**, **demand-based pricing** and **competition-based pricing**. The essence of **cost-based pricing** is determining the **total cost** of producing one unit of the product and then **adding** the **markup** that is the amount that covers additional costs such as insurance or interest and profit. The resulting sum will be the selling price of the product. In **demand-based pricing** the **breakeven analysis** is applied. In this case the **total revenue** from all units sold must equal the total cost of all units sold. The total revenue is the total amount received from the sales of a certain number of units. The total cost of producing a certain number of units is the sum of the **fixed costs** and **variable costs** attributed to those units. In **competition-based pricing** the firm simply sets the same price that its competitors charge for similar products.

After setting the basic price for a product according to the chosen pricing method, the firm adjusts the price according to the chosen strategy. Pricing strategies depend on the firm's pricing objectives, the markets for its product, the degree of product differentiation, the life-cycle stage of the product, and other factors.

When introducing a new product or innovation the firm sets either the highest possible price **to recover** more quickly the high costs of production (**the strategy of price skimming**) or a low price in order to capture a large market share (**the strategy of penetration pricing**).

Psychological **pricing strategies** are based on consumers' **subjective perceptions**. Firms that apply **odd-pricing**, **multiple-unit pricing**, **prestige pricing** or **price lining** aim at attracting consumers for different reasons: to pay less as with odd or multiple-unit pricing, to purchase high quality prestigious items as with prestige pricing or to have a wider choice of different brands sold at the same price as with price lining. Whatever the reason the firm increases sales and profits.

Another pricing strategy widely used nowadays is **discounting** or **price reduction**. Producers and sellers offer a wide variety of **discounts** to their customers. **Trade discounts** are offered to middlemen, **quantity discounts** are given to customers who buy in large quantities and **seasonal discounts** promote the purchase of goods or services out of season.

Assignment 3. ***Answer the following questions.***

1. What do we call 'pricing'?
2. What factors does pricing account for?
3. In what way does an incorrect price influence sales?
4. What activities does pricing involve?
5. What pricing objectives do you know?
6. What pricing methods do you know?
7. What do pricing strategies depend on?
8. What strategies are used in the introductory stage?
9. What are the psychological pricing strategies based on?

10. How are different discounts applied?

Assignment 4. ***Study the following definitions. Make sure you understand them and can reproduce them from memory.***

Pricing	The process of determining the price at which goods or services will be sold.
Trade discount	A discount given by one business to another which is making a purchase for resale to an ultimate customer.
Sales maximization	Pricing strategy under which management sets an acceptable minimum level of profitability and then tries to maximize sales.
Markup	The amount that a seller adds to the cost of a product to determine its basic price.
Breakeven analysis	Method of determining the minimum sales volume needed at a certain price level to cover all costs.
Variable costs	Costs that change with the production level such as labour and raw materials.
Fixed costs	Costs that remain stable regardless of the production level achieved.
Total cost	Composed of total variable costs (TVC) and total fixed costs (TFC).
Total revenue	The total amount received from sales of a product.
Market share	Percentage of a market controlled by a certain company or product.

Assignment 5. ***Put questions to the italicized words or phrases.***

1. Pricing takes account of *the value of a product, its quality, the ability of the customer to pay, etc.* 2. *When determining a pricing objective* a firm may choose among maximizing profits, maintaining or increasing its share of the market, creating a specific demand for its product, etc. 3. *If a firm has determined its pricing objectives*, it must select a relevant pricing method and strategy. 4. In demand-based pricing *the breakeven* analysis is applied. 5. Pricing strategies depend on *the firm's pricing objectives, the markets for its product, etc.* 6. Psychological pricing strategies are based on *consumers' subjective perceptions.*

Assignment 6. ***Indicate by circling the appropriate response whether each of the following statements is true (T) or false (F). If it is false, say why.***

T F 1. Too low a price can increase the number of sales as significantly as too high a price.

T F 2. Pricing strategies are used to modify the basic price according to pricing objectives and the market situation.
T F 3. In cost-based pricing the breakeven analysis is applied.
T F 4. Psychological pricing strategies are based on consumers' subjective perceptions.
T F 5. In competition-based pricing the firm simply sets the same price that its competitors charge for similar products.
T F 6. When introducing a new product or innovation the firm may set the highest possible price to recover more quickly the high costs of production. This strategy is called cost-based pricing.
T F 7. Firms apply different pricing strategies and methods to attract consumers.

Assignment 7. ***Translate the following phrases into Ukrainian.***
Prices charged by the competition; a high, yet still popular price; profitably; to maintain or increase the share of the market; to cover additional costs; the chosen strategy; to recover the cost of production; to capture a large market share; to purchase goods or services out of season; to increase the number of sales significantly; to modify the basic price according to pricing objectives.

Assignment 8. ***Translate into English.***
Занадто висока/низька ціна; вартість товару: платоспроможність покупця; відрізняти/виокремлювати товар від аналогічних товарів; суть: одиниця продукції; страхування; кінцева сума; застосовувати аналіз беззбитковості; ступінь диференціації продукції; приваблювати споживачів; за будь-якої причини, загальний прибуток повинен дорівнювати загальній вартості регулювати відповідно до обраної стратегії.

Assignment 9. ***Match the pairs of synonyms. Use any 5 words in the sentences of your own.***
A: to set, to suggest, to apply, price reduction, additional, significantly.
B: to use; considerably; to charge; extra; discounting; to offer.

Assignment 10. ***Paraphrase the underlined words using the synonymous words from as.9 in proper form. Translate the sentences.***
1. The pricing method <u>suggests</u> a 'basic' price for each product. 2. When <u>setting</u> a price for a particular product the firm must state the pricing objective and select a pricing method. 3. Too low a price can <u>significantly</u> reduce the number of sales. 4. <u>Price reduction</u> is a widely used pricing strategy. 5. What method have you <u>applied</u> to set the basic price? 6. Cost-based pricing adds the amount that covers <u>additional</u> costs such as insurance or interest and profit.

Assignment 11. ***Match the pairs of opposites.***
A: fixed; similar; subjective; to maximize; to reduce; discount.
B: to increase; objective; different; markup; variable; to minimize.

Assignment 12. ***Substitute the underlined words for their opposites (see as.11) so that the sentences make sense. Translate the sentences.***

1. Correctly chosen pricing strategy allows the firms to reduce sales profits. 2. As we deal with a different product our price must beat the prices of our competitors'. 3. Various markups serve to encourage consumers to buy. 4. Variable prices help the customers to make the best choice. 5. Every consumer has his own objective perception of a product. 6. Sales maximization is a pricing strategy under which management sets an acceptable minimum level of profitability and then tries to minimize sales.

Assignment 13. ***Fill in the blanks with an appropriate word or phrase. Translate the sentences.***

Total revenue, seasonal discounts, apply, total cost, breakeven analysis, share, encourage, price skimming.

1. Sellers may ... various pricing strategies to their basic prices, either temporarily or permanently. 2. The greatest disadvantage of ... ... is that it may make the product appear lucrative to potential competitors, who may attempt to enter that market. 3. Car hire companies offer … … in winter and early spring to … firms to use cars during the industry's slow months. 4. In the simplest form of cost-based pricing, the seller first determines the … … of producing one unit of the product. 5. We can estimate projected … … as the selling price multiplied by the number of units sold. 6. There is no need to do … … in competition-based pricing. 7. Some firms attempt to maintain their … of the market through pricing.

Assignment 14. ***Translate into English.***

1. Однією з цілей ціноутворення є отримання фірмою прибутку. 2. Ціноутворення повинно враховувати як рівень насиченості ринку, так і конкуренцію. 3. Сезонний розпродаж за зниженими цінами сприяє купівлі товарів, не проданих за сезон. 4. Фірми часто встановлюють низьку ціну на стадії проникнення на новий ринок. 5. Встановлення нижчої ціни під час купівлі декількох одиниці продукції спонукає покупців купувати більше товарів. 6. Занадто низька ціна може суттєво зменшити кількість продажу так само, як і висока ціна.

Grammar: Expressing the Past Action

Відмінювання дієслова **to add** у всіх формах минулого часу активного стану

Tense / Form	**Indefinite/Simple** (проста завершена дія у минулому)	**Continuous** (тривала дія, що відбувається в певний момент у минулому/ під час іншої дії у минулому/ тривала дія, яку перериває інша нетривала дія)	**Perfect** (дія, яка завершилась до певного моменту у минулому/ до іншої дії у минулому)	**Perfect Continuous** (дія, що почалась у певний момент, тривала якийсь час і завершилась до певного моменту у минулому)

Past	I He } ***added*** We __ didn't add Did __ add?	I/s/he/it ***was adding*** We/you/they ***were adding*** - __ wasn't/ weren't adding Was/Were__ adding?	I He } ***had added*** We __ hadn't added Had __ added?	I He } ***had been adding*** We __ hadn't been adding Had __ been adding?
Typical time expr.	last week, yesterday, ago, in 1997	when, while, as, from 5 till 6 yesterday, at 7 pm yesterday	after, already, by, before	for, since, by, before

***Time expressions.**

For and **since** are used to talk about something continuing up to a particular moment of time. We use **for** to talk about the period of time and **since** to say when it started.

e.g. I had been working in personnel department **for** 3 years **since** January 1998 and then moved to sales department.

Ago means 'before present' and is used with past simple.

Before(that) / previously refers to a time before another time.

e.g. I started my career 5 years **ago**. **Before that/ Previously** I studied management at the University.

After is usually followed by an object.

e.g. He asked me to stay **after** the meeting to exchange our opinions.

During is a preposition and is used before a noun phrase.

While is a linking word and is used before a clause.

e.g. I got interested in this problem **during** *my stay at the University*.
I got interested in this problem **while** *I was staying at the University*.

By means 'on or before' a certain period of time and accompanies Perfect tenses.

Until means 'up to' a certain period of time and is usually used with Simple or Continuous tenses.

e.g. I had finished my report **by** ten yesterday.
I was writing my report **until** ten yesterday.

Assignment 15. ***Put the necessary preposition, define the tense form of predicates in each sentence:***

1. We had been applying multiple-unit pricing _____ six months _____ January 2023 and then decided to switch to the price lining strategy. 2. _____ middlemen were receiving trade discounts; wholesalers were being paid quantity discounts. 3. _____ the firm had introduced a new product, the manager set the highest possible price to recover more quickly the costs of production. 4. They were offering a low price for their product _____ they captured a large market share. 5. _____ the basic price was set, we had analyzed our firm's pricing objectives and the market situation. 6. _____ setting the basic price for a product according to the chosen pricing method, the firm adjusted the price according to the chosen strategy. 7. _____ the director was explaining the benefits of demand-based pricing to his deputy, the deputy was

offering his considerations in support of cost-based pricing strategy. 8. _____ we had calculated the total cost of production for one unit and added the markup, we could define the selling price of the product. 9. _____ the meeting the manager offered to apply competition-based pricing to simply set the same price that our competitors charge for similar products. 10. 2 years _____ our company applied the strategy of penetration pricing, offering a low price in order to capture a large market share.

Assignment 16. ***Put the verbs in brackets into:***

a) the Past Indefinite:

1. My cousin (to pay) $ 6000 for a car last month. 2. Prices (to increase) two weeks ago. 3. Mrs. Holly (to fix) a high, yet popular price for her house. 4. This high price (to reduce) the number of sales very significantly in 2023. 5. The retailer (to sell) goods and services to the ultimate consumer yesterday.

b) the Past Continuous:

1. I (to select) a pricing method when the phone rang. 2. When we (to determine) a pricing objective, our manager chose to maximize profits. 3. While they (to set) the basic price for a product according to the chosen pricing method, their competitors (to reduce) the price of a similar product. 4. Our firm (to introduce) a new product to the market when news about favorable sales conditions came. 5. The retailers (to get) profits while wholesalers (to count) losses.

b) the Past Perfect:

1. Jim (to set) a very high price for this product before a thorough analysis of the market was conducted. 2. Sales (to increase) even before the prices decreased. 3. We achieved our objectives after we (to select) an appropriate pricing method. 4. They (to stock) their store well before the prices fell. 5. We (not to discuss) the pricing method by this time yesterday.

a) the Past Perfect Continuous:

1. Helen (to work) at that company for 3 years before she moved to France. 2. How long you (to conduct) the analysis of the market before the price was set? 3. They (to repair) this office for a month before the employees could return to normal work. 4. He looked so tired. What he (to do) for the previous week? 5. Our competitor (to wait) for us to fix the price before entering the market.

Assignment 17. ***Make the following sentences negative.***

1. Our pricing strategy took account of the value of a product, its quality, the ability of the customer to pay, the volume of sales required, the level of market saturation and the prices charged by the competition. 2. Their low price had increased sales before they fixed a high, yet still popular, price. 3. Pricing strategies were used to modify the basic price according to pricing objectives and the market situation. 4. Their pricing strategies depended on the firm's pricing objectives, the markets for its product, the degree of product differentiation, the life-cycle stage of the product, and other factors. 5. After a firm had determined its pricing objectives, it selected a relevant pricing method and strategy. 6. They were using discounting or price reduction as their pricing strategy for the whole previous year. 7. They had proposed

this pricing idea by the early 2020s. 8. Thanks to their pricing strategy the firm increased its sales and profits. 9.The manager asked us to adjust0 the price according to the chosen strategy. 10. They had improved work methods and then gained the efficiency increase.

Assignment 18. ***Use the words in brackets in either the past simple or past continuous.***

1. Jack (explain) a new technique when Peter (interrupt) him. 2. To reach the result quicker we (decide) to divide our task: I (collect) information while Gill (analyze) it. 3. Everybody (wait) in the lecture room when the professor (enter) and (apologize) for being late. 4. While she (introduce) a new employee she (draw) our attention to his excellent qualification. 5. We (discuss) the pricing strategy when he (offer) a radical reorganization. 6. While he (look for) a new job he (apply) to several job agencies. 7. She (arrange) the seats for the meeting of the shareholders while her colleague (check) the list of the participants. 8. He (to read) the newspaper when the telephone (to ring). 9. We (to conduct) marketing research while they (to organize) an advertising campaign. 10. When I (to join) the project she (to work) on the product design.

Assignment 19. ***Choose the correct form of the verb, paying attention to time expressions.***

1. I *saw/have seen* him a few days ago – he *looked/has looked* so happy! 2. Mary *worked/has worked* here since last autumn. 3. Before the yesterday's meeting Peter *looked/has looked* for his papers everywhere but couldn't find them. *Has* anybody *seen/did* anybody *see* them? 4. When we *spoke/have spoken* to her last time she *proposed/has proposed* a very unusual solution to our problem. *Have* you *examined/ did* you *examine* it yet? 5. Today *was/has been* a really busy day – and it's only lunchtime! 6. When *did* they *disclose/have* they *disclosed* this information? It *was/ has been* a top secret for years! 7. I *called/have called* on you last Friday but you *weren't/ haven't been* at home. Where *did* you *go/ have* you *gone*? 8. In his previous report our sales manager *drew/has drawn* our attention to our competitors' low prices. Now the things *cleared/have cleared up* – they *decided/have decided* to leave this market. 9. She *sent/has sent* them our offer two weeks ago and *didn't get/ hasn't got* any reply yet. 10. We're enjoying our stay here. So far we *made/have made* a lot of useful contacts.

Assignment 20. ***Put the verbs in brackets in either the Past Simple or the Present Perfect:***

1. They already (to deliver) the goods to the warehouse. 2. They (to deliver) the goods to the warehouse three hours ago. 3. Last time we (to see) our boss, he (to look) very tired. 4. He (to go) on a business trip on Monday and he (to be) there since then. 5. She (to dream) of becoming a director since she (to start) working at our firm. 6. Last month they (to increase) my salary. 7. They just (to increase) my salary significantly. 8. I (to meet) him here many years ago and at last I (to see) him. 9. His

father (to be) a managing director for 10 years. 10. I (to know) him since he (to come) to our city.

Assignment 21. ***Put the verbs in brackets in either the Past Simple or the Past Perfect:***

1. I was too upset as I (to send) my resume by the deadline but the employer (not to receive) it. 2. My father (to become) a Customs officer after he (to receive) a second higher education. 3. We (to get) our first job before we (to graduate) from the Institute. 4. She (to complete) the report by the time I (to come). 5. I (to order) the required samples by 6 o'clock and (to send) them to our customers. 6. When the director (to arrive) the staff meeting (to start) already. 7. On my way home I (to remember) that I (to forget) all the documents in the office. 8. The manager (to set) the price for the product only after he (to examine) all relevant costs. 9. He (to discuss) the contract with his partners before he (to sign) it. 10. When the manager (to ask) the suppliers about the goods they (to say) that they (to deliver) them long ago.

Assignment 22. ***Complete the dialogue with either the past simple or past perfect form of the verb in brackets***.

Jane: Hi, Ann. I (hear) that you (attend) a course in pricing strategies in the summer school of economics. (Be) it useful?

Ann: I (not regret) a minute I (spend) there. The course (be focused) on the pricing objectives and (concentrate) on selecting a pricing method to achieve these objectives. They (invite) a famous professor from the London School of Economics as a guest lecturer. His assistants (conduct) practical lessons after we (hear) the lecture course. English (be) the working language. I (have) a good chance to practice it.

Jane: What you (do) during the practical lessons?

Ann: We (be given) the opportunity to solve some real-life problems that we (learn) about in the lecture course. After we (study) the essence of each pricing method, we (discuss) its strong and weak points. Each student (propose) his or her idea and (defend) it. Our task (be) to criticize the weak points if any. After we (examine) thoroughly all methods, the best one for each situation (be selected). It (be) a really valuable experience for me.

Jane: Lucky you!

Assignment 23. ***Put the verbs in brackets in the proper past tense and complete the sentences with one of these time expressions:*** **for, since, while, ago, during, after, before, by.**

I (graduate) from the University in Lviv three years … . I (be) at the University … about 5 years. ... graduation I (work) … some time as an accountant in a trade firm. I (look for) a job … I (be) in my last year at the University but it (be) not easy to find any in my field. Well, … a five-month search I (agree) to take a position of an accountant though at the university I (major) in international trade. … I (work) as an accountant I (keep) sending my CV to different job agencies. … my 'accountant' period I (gain) work experience, (learn) a lot of techniques for financial analysis and (acquire) important skills. Nevertheless, my goal (remain) the same – a job with an international company, the dream I (dream) … I (leave) school. I (go) to a lot of job interviews … eventually I (find) the job I (like). … that time I (get) enough experience in financial sphere and (be offered) a position in the credit department of a big international bank.

UNIT 17

DISTRIBUTION

Grammar: Expressing the Future Action

Assignment 1. ***Read and learn the following words and phrases.***

distribution – збут; розповсюдження; **~ channel** / **marketing channel** / **channel of ~** – канал (система) збуту / розповсюдження; **direct** / **indirect channel of ~** – прямий / непрямий канал збуту / розповсюдження, пряма / непряма система збуту / розповсюдження; **intensive ~** – інтенсивне розповсюдження; **selective ~** – вибіркове розповсюдження; **exclusive ~** – ексклюзивне розповсюдження, виключне розповсюдження;
end user / **ultimate consumer** – кінцевий користувач / споживач;
middleman / **intermediary** – посередник;
transfer of ownership – передача прав власності;
merchant middleman / **merchant** – торговець;
title to product – право власності на товар;
functional middleman / **agent** – гуртовий посередник / агент, що надає послуги;
via – через посередництво;
sales force – торговельний персонал;
retailer – роздрібний торговець;
wholesaler – гуртовий торговець;
outlet – торговельна точка / ринок збуту;
commissions – комісійні;
market coverage – охоплення ринку;
to grant franchise – надавати франшизу / комерційну концесію / ліцензію.

Assignment 2. ***Read and translate the following text.***

DISTRIBUTION

The idea of **distribution** is getting product from the producer to the customer, who is usually called **the end user** or **ultimate consumer**, in the quickest and most efficient way. This goal is achieved through **marketing** or **distribution channels** that link the producer and the user with the aid of **middlemen** or **marketing intermediaries**. **Middlemen** are concerned with the **transfer of ownership** of products. **A merchant middleman**, often called **a merchant**, is a person who actually takes **title to products** by buying them. A **functional middleman**, on the other hand, negotiates purchases or sales, or both, but does not take title to the products.

Consumer products may go through various **channels of distribution**:

1. **Producer --- sells directly to end users via own sales force**. This channel is often called **the direct channel**. Practically all services, but very few consumer goods are distributed through the direct channel.

2. **Producer --- retailers --- end users**. **A retailer** is a middleman who buys from producers or other middlemen and sells to consumers. Producers sell directly to retailers when retailers can buy in large quantities.
3. **Producer --- wholesalers --- retailers --- end users**. This **indirect channel** is known as **the traditional channel**, because most consumer goods are directed through wholesalers to retailers. **A wholesaler** is a middleman who sells products to other firms. These firms may be retailers, industrial users or other wholesalers.
4. **Producer --- agents --- wholesalers --- retailers --- end users**. This indirect channel is used for inexpensive, frequently purchased products that are sold through thousands of **outlets** to millions of ultimate consumers.

Industrial products are sold either directly to industrial users or indirectly through agent middlemen, who serve as independent intermediaries between the producer and industrial users. Agents usually represent sellers and receive commissions, that is a percentage of the value of the goods they sell.

The choice of a particular distribution channel depends on a number of relevant factors including the manufacturer's production capability and marketing resources, the target market and the product itself. After evaluating all these factors the producer can choose a particular intensity of **market coverage**. Using **intensive distribution** the producer saturates the market by selling to any middlemen who are willing to stock and sell the product. Many convenience goods are distributed intensively. Through **selective distribution** manufacturer uses only a portion of outlets in each geographic area, **granting franchises** for the sale of goods or services. **Exclusive distribution** is usually limited to a single retail outlet in each geographic area, dealing with very expensive and prestigious products.

Assignment 3. ***Answer the following questions.***
1. What is the idea of distribution?
2. What are the elements of a distribution channel?
3. What is the difference between the direct and indirect distribution channels?
4. What are the functions of retailers?
5. What are the functions of wholesalers?
6. Describe the traditional channel of distribution.
7. How are industrial products distributed?
8. What are the functions of agent middlemen? How are they paid?
9. What factors does the choice of a particular channel of distribution depend on?
10. What products are distributed intensively / selectively / exclusively?

Assignment 4. ***Put the questions to which the following sentences are answers.***
1. The idea of distribution is getting product from the producer to the customer in the quickest and most efficient way. 2. This goal is achieved through marketing. 3. Middlemen are concerned with the transfer of ownership of products. 4. A functional middleman negotiates purchases or sales. 5. The choice of a particular distribution channel depends on a number of relevant factors. 6. Only after evaluating certain factors the producer can choose a particular intensity of market coverage.

Assignment 5. ***Match the terms with the appropriate definition and learn them.***

Functional middleman	Marketing organizations that link producer and user within a marketing channel.
Retailer	A middleman that actually takes title to products by buying them.
Middleman / marketing intermediaries	A sequence of marketing organizations that directs a product from the producer to the ultimate user.
Merchant middleman	A middleman that sells products to other firms.
Wholesaler	A middleman that helps in the transfer of ownership of products but does not take title to the products.
Channel of distribution	A middleman that buys from producers or other middlemen and sells to consumers.

Assignment 6. ***Make up the sentences arranging the words in proper order.***

1. Products, to, distribution, is, from, ultimate, producers, consumers, getting.
2. May, consumer, various, products, of, channels, through, distribution, go.
3. Sellers, agents, and, represent, commissions, receive, usually.
4. Intensively, are, convenience, many, distributed, goods.
5. Geographic, outlet, distribution, is, to, usually, exclusive, a, area, single, limited, retail, in, each.

Assignment 7. ***Translate the following phrases into Ukrainian.***

In the quickest and most efficient way; to be concerned with the transfer of ownership of products; a person who actually takes title to products; to negotiate purchases or sales, or both; very few consumer goods; frequently purchased products; to serve as an independent intermediary; a percentage of the value; relevant factors; the manufacturer's production capability.

Assignment 8. ***Translate into English.***

Досягти мети; за допомогою посередників; продавати безпосередньо; купувати у великій кількості; розповсюджувати через пряму систему збуту; певна глибина охоплення ринку; насичувати ринок; зберігати товар; частина ринків збуту; обмежуватися єдиним роздрібним ринком збуту.

Assignment 9. ***Match the pairs of synonyms. Make up 5 sentences with them.***

A: end user; channel of distribution; middleman; agent; sales force; to grant; help.

B: marketing channel; sales staff; to give; intermediary; functional middleman; aid; ultimate consumer.

Assignment 10. ***Match the pairs of opposites.***
A: direct; exclusive; purchase; few; expensive; frequently; dependent; to grant.
B: rarely; many; inexpensive; independent; to receive; inclusive; indirect; sale.

Assignment 11. ***Generate nouns and verbs from the following adjectives.***

Adjective	**Noun**	**Verb**
intensive	--------	--------
selective	--------	--------
exclusive	--------	--------
inclusive	--------	--------
dependent	--------	--------

Assignment 12. ***Fill in the blanks with an appropriate word or phrase. Translate the text.***

Inexpensive, sales forces, agents, candies, seasonal, functional middleman, vending machines, outlets, wholesalers.

PRODUCER – AGENT – WHOLESALER – RETAILER – CONSUMER

Producers may use … to reach wholesalers. Agents are … … that are compensated by commissions paid by producers. This channel is used for products that are sold through thousands of … to millions of consumers. Often, these products are …, frequently purchased items. For example, millions of consumers buy …, which are sold through numerous outlets. Some candies are sold through agents to … who, in turn, supply them to retail stores and … … . This channel is also used for highly … products (such as Christmas tree decorations) and by producers that do not have their own … … .

Assignment 13. ***Translate into English.***
1. Система збуту починається з виробника, а закінчується споживачем, або кінцевим користувачем. 2. Маркетингові організації, що об'єднують виробника і користувача в межах системи збуту, називаються посередниками. 3. Різні канали збуту зазвичай використовуються для просування промислових та споживчих товарів. 4. Практично всі послуги розподіляються через прямий канал збуту. 5. Виробники продають товар безпосередньо роздрібним торговцям, якщо ті можуть купити велику кількість товару. 6. Вибір певної системи збуту залежить від багатьох вагомих факторів, таких як, виробничий потенціал виробника, ринкові ресурси, цільовий ринок тощо.

Grammar: Expressing the Future Action

Відмінювання дієслова **to get** у всіх формах майбутнього часу активного стану

Tense / Form	**Indefinite/ Simple** (факт, що стосується майбутнього/ думку або рішення, прийняті в момент мовлення)	**Continuous** (тривала дія, що відбуватиметься в певний момент у майбутньому/ під час іншої майбутньої дії)	**Perfect** (дія, яка завершиться до певного моменту у майбутньому/ до іншої дії у майбутньому)	**Perfect Continuous** (тривала дія, яка закінчиться до певного моменту в майбутньому)
Future	I He } ***will sell*** We __ won't sell Will __ sell?	I He } ***will be selling*** We __ won't be selling Will__ be selling?	I He } ***will have sold*** We __ won't have sold Will __ have sold?	I He } ***will have been selling*** We __ won't have been selling Will __ have been selling?
Typical time expr.	tomorrow, next Friday, in three months	all next week (month), from 5 to 6 pm tomorrow, at 3 pm tomorrow, at this time next Monday...	by (definite time), before (another action in Present Simple): by 6 pm tomorrow/ before you come home tomorrow	for, by (definite time)
Example	I will sell this watch tomorrow.	I will be selling this watch all day tomorrow.	I will have sold this watch by 6 pm tomorrow.	I will have been selling this watch for half a year by next Friday.

Assignment 14. ***Put the verbs in brackets into***

a) the Future Simple:

1. I (to become) a qualified specialist in 4 years.
2. They (to sign) a contract with their partners soon.
3. They (to distribute) their goods abroad next month.
4. These resources (to be) sufficient for creating a new industry.
5. I suppose, intensive distribution (to saturate) the market by selling to any middlemen who are willing to stock and sell the product.

b) the Future Continuous:

1. We (to fly) to London at this time tomorrow.
2. They (to sell) industrial products directly to industrial users from October till November next year.
3. This independent intermediary (to distribute) convenience goods intensively for the whole next year.
4. Mike (to interview) applicants for a vacant position all the week.
5. I (to present) my report on the exclusive distribution for half an hour next Monday.

c) the Future Perfect:

1. She (to purchase) a mobile phone tomorrow by that time.

2. I (to summarize) all the financial data by next Wednesday.
3. The suppliers (to deliver) the goods by next week.
4. By the time you come tomorrow, I (to grant) them franchises for the sale of goods and services.
5. I (to evaluate) the manufacturer's production capability and marketing resources, the target market and the product itself be the end of the month.

d) the Future Perfect Continuous:

1. When Mr. Smith returns, his assistant (to choose) the intensity of market coverage for a week.
2. When we call them, they (to analyze) possible distribution channels for 2 days.
3. How long you (to work) for this corporation by the 1st of January next year?
4. How long she (to negotiate) profitable prices with this wholesaler by next month?
5. He (to run) this retail outlet for 20 years next summer.

Assignment 15. ***Replace the infinitives in brackets by the Future Simple or the Present Simple (all actions refer to the future):***

1. The firm (to sell) its products very quickly if they (to apply) the indirect channel of distribution. 2. (To receive) your sister commissions from her business activities tomorrow? 3. The manager (to wait) till the wholesaler (to come). 4. He (not to call) unless he (to need) your help. 5. Tell me when our partners (to arrive). 6. The director (to meet) his end users in a few minutes. 7. I wonder if we (to sign) the contract. 8. (To visit) he his retailers next week? 9. She (to make) her decision as soon as the situation (to clear up). 10. I want to know if the middleman (to accept) our proposal.

Assignment 16. ***Put the verbs in brackets in either the Future Perfect or Future Perfect Continuous:***

1. By the next year you (to study) at the University for 5 years. 2. By 2040 the first men (to land) at the planet Mars. 3. I think that she (to learn) everything about intensive and selective distribution by the time I see her. 4. You (to stock) your outlet by the end of June. 5. She (to review) their financial documents for a month next Monday. 6. Our accounting firm (to perform) independent audit for 15 years this autumn. 7. By 2030 Chinese (to become) the language of international scientific communication. 8. I (to finish) this work by the time our manager arrives. 9. They (to check) the accounting records for a week this Friday. 10. By this time next month I as an ultimate consumer (to wait) for my order delivery for 2 weeks.

Assignment 17. ***Make the following sentences negative and interrogative.***

1. We will be applying a new strategy in our business practice all next month. 2. They will have received this information by next Tuesday. 3. The employees will have been paid by Monday. 4. In her report she will examine several potential solutions to the problem. 5. We will give a great deal of attention to providing after-sales services. 6. They will be using all possible information resources to advertise their new product next summer. 7. He will have organized a work-group to analyze the situation in the market by Friday. 8. By this time next month she will have suggested a detailed plan for the reconstruction of our plant. 9. With such equipment they will

transform resources into product without wastes. 10. The terms of delivery will be listened to very attentively next meeting.

Assignment 18. ***Use the verb in brackets in the proper tense to refer the action to the future.***

1. At our next meeting we (to discuss) your proposals to change the distribution channel. 2. This time tomorrow I (to present) my project to the ultimate consumers. 3. By the time he (to come) they (to finish) all calculations. 4. We hope that our next year (to be) more profitable. 5. They are very busy organizing this indirect distribution channel. They (to work) on it for a month next Monday. 6. The head manager (to see) you in an hour. 7. All next month he (to study) end user expectations for our innovative product. 8. This new method (to allow) us to increase productivity. 9. We (to gain) some reliable results by the time the experiment (to finish). 10. If the price (to fall) the company (to confront) with a very difficult situation in the market.

Grammar: be going to

Вираз am/is/are + going to + infinitive описує

1) рішення на майбутнє, прийняті до моменту мовлення:
   e.g. We're going to open a new subsidiary in this region.
2) передбачення, що базуються на наявних фактах:
   e.g. Look at these figures. We're going to have a loss.

Assignment 19. ***Fill in the blanks with an appropriate form of 'be going to' and translate the sentences:***

1. He … to achieve his goals through marketing.
2. We … to sell directly to end users.
3. She … to sell products to other firms with the help of a middleman.
4. If Tom doesn't examine the intensity of market coverage he … to fail with other estimates.
5. If you don't hurry you … to miss the meeting.
6. These goods are not very popular. We … to make losses on them.
7. As the problem is very urgent they … to discuss it with the manager.
8. To save his business he … to use the intensive distribution strategy.
9. It is very difficult to manage such business solely so she … to form a partnership.
10. Last year the company's profit was very big and I … to receive high commissions.

Assignment 20. ***Translate into English:***

1. Він збирається відкрити магазин роздрібної торгівлі. 2. Я збираюсь виступити посередником між виробником і кінцевим споживачем. 3. Здається, вони отримають високі комісійні за свою роботу. 4. Чи збираєтесь ви застосовувати стратегію ексклюзивного розповсюдження? 5. Вони, здається, збираються змінити гуртового посередника.

Assignment 21. ***In each pair of sentences choose the correct one. Prove your choice.***

1. Do you hear that noise in the next room? – Are you hearing that noise in the next room? 2. He will go to become a retailer. – He is going to become a retailer. 3. At what time do you leave tomorrow? – At what time are you leaving tomorrow? 4. When I entered the room, they were discussing the intensity of market coverage. – When I entered the room, they discussed the intensity of market coverage. 5. What will you be doing tomorrow night? – What were you doing tomorrow night?

Assignment 22. ***Translate into English:***

1. Ми збираємося застосувати стратегію інтенсивного розповсюдження і насичити ринок нашими товарами. 2. Робітники нашої фірми будуть рекламувати новий продукт з березня по червень. 3. Завтра до цього часу я закінчу оцінку маркетингових ресурсів компанії. 4. До кінця липня буде вже місяць, як я співпрацюю з цією компанією як посередник між виробником та кінцевим споживачем. 5. Як тільки оберемо канал розподілу, будемо шукати посередників. 6. Не турбуйте завтра нашого начальника. Він буде цілий день аналізувати фактори, які допоможуть підвищити продажі нашої продукції. 7. Наступного місяця ми починаємо запускати нову виробничу лінію. 8. До дев'ятої ранку студенти зареєструються, щоб взяти участь в конференції. 9. Я вже складу іспит з макроекономіки завтра до цього часу.

Assignment 23. ***Use the verb in brackets in the proper tense to refer the action to the future.***

1. Next Monday on the 20th of February I (to go) to start working on my research project. As soon as I (to come) home from the Institute next Monday I (to visit) the central library. I (to read) books the whole evening there. I hope I (to finish) my research by March, 20th. By that time I (to work) on my project for a month. 2. What (to do) you tomorrow at this time? – I (to wait) for a call from our partner. When he (to call) me I (to start) preparing all the necessary documents for our future appointment. I (to collect) the documents by our next meeting. We (to be) partners for a long time and I must admit that he (to be) a very reliable partner.

Assignment 24. ***Translate into English paying attention to the use of Future Tenses (Simple, Continuous and Perfect):***

1. О п'ятій він буде домовлятися про продаж нашого товару. 2. Він завершить фінансовий звіт за два дні. 3. Він завершить фінансовий звіт до завтра. 4. Чи продасть вона ці споживчі товари до червня? 5. Чи буде вона продавати ці споживчі товари у червні? 6. Чи продаватиме вона ці споживчі товари завтра о десятій? 7. Вони не приїдуть завтра. 8. Вони не приїдуть до завтра. 9. Студенти нашої групи будуть проводити ринкове дослідження в цей час наступного місяця. 10. Студенти нашої групи проведуть ринкове дослідження до наступного місяця.

UNIT 18

ADVERTISING

Grammar: the Passive Voice

Assignment 1. ***Read and translate the following words and phrases.***
to advertise – рекламувати;
advertisement (ad, advert) – реклама;
advertising – рекламування, реклама; **~ agency** – рекламна агенція; **~ campaign** – рекламна кампанія; **product ~** – реклама виробів або продукції; **institutional/ corporate ~** – реклама, розрахована, головним чином, на створення популярного іміджу (фірми, організації тощо); **persuasive ~** – стимулююча / мотивуюча реклама; **reminder-oriented ~** – реклама, спрямована на нагадування; **outdoor ~** – зовнішня реклама; **direct mail ~** – реклама поштою; **~ message** – рекламне повідомлення; **~ expenditures** – витрати на рекламу; **retail ~** – реклама роздрібної торгівлі; **trade ~** – торговельна реклама; **industrial ~** – промислова реклама;
promotional tools – засоби, що сприяють збуту;
personal selling – особистий продаж;
word-of-mouth – усно, на словах; розголос, чутка;
non-personal sales communication – неособисте спілкування щодо продажу;
(mass) media (*pl*); **medium** (*sing*) – мас медіа, засоби масової інформації;
publicity – паблісіті, реклама, гласність, публічність;
to persuade – переконувати;
to remind – нагадувати;
initial demand – початковий попит;
product life-cycle – життєвий цикл продукту;
stage – стадія, фаза; **syn. phase**; **introductory ~** – стадія впровадження; **growth ~** – стадія розвитку; **maturity ~** – стадія зрілості; **decline ~** – стадія спаду.
billboard – стенд;
poster – плакат;
leaflet – рекламна листівка;
booklet – брошура;
printed matter – друкована продукція;
to be a tremendous shopping aid for customers – бути величезною допомогою покупцям під час відвідування магазинів;
to benefit – отримувати користь, мати зиск;
to deal in – торгувати чимось;
to deal with – торгувати з кимсь, бути клієнтом; мати справу з кимсь/чимось.

Assignment 2. ***Read and translate the following text.***

ADVERTISING

There is a difference among **promotional tools** such as **advertising**, **personal selling**, **word-of-mouth** and **propaganda**. **Advertising** is a paid, **non-personal sales communication** through various **media** directed at a large number of potential buyers. Advertising is often designed and managed by **advertising agencies** through **advertising campaigns**. **Personal selling** is face-to-face communication and does not go through media; thus it is not advertising. **Word-of-mouth** is not a form of advertising because it does not go through media; it is not paid for. Advertising is different from **propaganda** in that the promoter is identified.

Two basic types of advertising are **product** and **institutional (corporate)**. **Product advertising** involves selling a good or service. **Institutional** or **corporate advertising** involves promoting a concept, idea, or philosophy, or the goodwill of an industry, company, organization, or government body to generate its positive **publicity**.

Both product and institutional advertising can be subdivided into three categories according to the purpose: to inform, **to persuade**, or **to remind**.

Informative advertising, intended to build **initial demand** for a product, is used in the **introductory phase** of the **product life-cycle**. **Persuasive advertising** attempts to improve the competitive status of a product, institution, or concept. It is used in the **growth** and **maturity stages** of the **product life-cycle**. **Reminder-oriented advertising**, often used in the **late maturity** or **decline stages** of the **product life-cycle**, tries to remind people of the importance and usefulness of a product, concept, or institution.

The most important and largest of the **advertising media** are newspapers, magazines, television, radio, **direct mail** and **outdoor advertising** (e.g. **billboards**, **posters**, **advertising messages** on trucks, in public transport). People have the false impression that advertising is not very informative. Newspapers, for example, have full information about products, prices, features and more. Direct mail (**leaflets**, **booklets** and other **printed matter**) is also informative and a **tremendous shopping aid for consumers**.

The public **benefits** greatly from **advertising expenditures**. First, we learn about new products, new features, sales items, and more. We also benefit from free radio and TV and subsidized newspapers and magazines. In short, advertising not only informs us about products but pays for us to watch TV and get the news from magazines and newspapers.

Different kinds of advertising are used by various organizations to reach different classes of potential buyers. Some major classes include:

Retail advertising – advertising to consumers by various retail stores such as supermarkets.

Trade advertising – advertising to wholesalers and retailers by manufacturers to encourage them **to deal with** their products.

Industrial advertising – advertising from manufacturers to other manufacturers.

Assignment 3. ***Answer the following questions.***

1. What activity is called advertising?
2. What different tools are used to promote products? How do they differ from advertising?
3. What institutions organize and manage advertising campaigns?
4. What are two basic types of advertising?
5. Name three categories of advertising according to its purpose and characterize them.
6. What advertising media do you know?
7. How does public benefit from advertising?
8. What classes of potential buyers are different kinds of advertising aimed at?

Assignment 4. ***Match the terms with the appropriate definition and learn them.***

Advertising	An independent firm that plans, produces and places advertising for its clients.
Advertisement	The various forms of communication through which advertising reaches its public.
Advertiser	A person whose profession is advertising.
Adman	A person or company that pays for a product or service to be advertised.
Advertising media	A notice or message in a newspaper, or on a poster in a public place, or an announcement on TV or on the radio offering or asking for a product or service.
Advertising agency	The business that deals with making, distributing and selling advertisements.
Advertising campaign	An advertisement on TV or radio
Commercial	A planned series of advertisement intended to advertise a product or service.

Assignment 5. ***Consult the dictionary and give Ukrainian equivalents of the following synonyms to the word 'advertise' and learn them. Translate the sentences given below. Pay attention to the words in italics.***

Promote – to make sure that people know about a new product or service by arranging special events.
Hype up – an informal word meaning to try to make people think that something is much better than it really is.
Plug (give smth a plug) – informal word meaning to try to make people get interested in your product or service, for example by mentioning it on TV or radio conversation when you are supposed to be talking about something else.
Push – an informal word meaning to advertise a new product very heavily, with a lot of advertisements.

1. You must have seen those computer games they have been heavily *advertised* on TV and all the Sunday papers. 2. *To promote* their new brand of shampoo, they are selling it at half price for a month. 3. Like most Hollywood movies it was so *hyped up* that when I saw it I felt rather disappointed. 4. The author used the opportunity of appearing on TV *to give* his latest book *a plug.* 5. Revlon is really *pushing* its new range of beauty creams. 6. At this time of year, the papers are full of *advertisements for* skiing holidays. 7. BMW *is running an aggressive campaign* to publicize its 20XX models.

Assignment 6. ***Translate into Ukrainian.***
Potential buyer; face-to-face communication; non-personal communication; to promote the goodwill of an industry; to generate positive publicity; can be subdivided into; competitive status of a product; sales items; in short; subsidized newspapers and magazines; some major classes; to deal with their products.

Assignment 7. ***Translate into English.***
Засоби сприяння збуту продукції; через різні засоби масової інформації; урядовий орган; робити спробу; кінцева стадія зрілості; корисність; помилкове враження; характеристики продукту; безкоштовне радіо та телебачення; заохочувати; досягнути потенційних покупців.

Assignment 8. ***Match the pairs of synonyms.***
A: personal; impression; feature; tremendous; to identify; to persuade.
B: opinion; huge; to define; to convince; face-to-face; characteristics.

Assignment 9. ***Paraphrase the following sentences using synonymous words from as.8. Translate the sentences.***
1. The aim of the promoter is to convince the consumer to buy certain goods or services. 2. What is your opinion of the quality of services they offer? 3. Face-to-face selling used to be practiced a lot in the past. 4. Can you define the categories of advertising according to its purpose? 5. The company's advertising campaign had a huge success.

Assignment 10. ***Match the pairs of words with opposite meaning.***
A: encourage; outdoor; paid; personal; true.

B: false; free; non-personal; indoor; discourage.

Assignment 11. ***Substitute the underlined words for their opposites (see as.8) so that the sentences make sense. Translate the sentences.***

1. Interviewing is a kind of non-personal communication. 2. One true move and you can loose the game. 3. We have to use billboards as the means of indoor advertising in our campaign. 4. Retail advertising discourages customers to buy the products advertised. 5. Thanks to advertising we enjoy paid TV and radio.

Assignment 12. ***Fill in the blanks with an appropriate word. Translate the sentences.***

Positive publicity, word-of-mouth, billboards, various mass media, persuasive advertising, potential customers, advertising campaign, direct mail.

1. Companies allocate tremendous sums of money to launch ... for their products. 2. Have you seen the ... advertising this firm's winter sales? 3. They decided to distribute their leaflets through ... . 4. Banks generally use corporate advertising to create ... . 5. The advertisement of their new credit terms is aimed at attracting … among the students. 6. Individual distributors often promote the products they deal in by ... . 7. Intensive product advertising in ... is vital for successful marketing of a new product line. 8. When competition among similar products is very tough the companies appeal to ... to stress the advantages of their products.

Assignment 13. ***The key words of the following text are the derivatives to the word 'advertise'. Use them to fill in the gaps. Summarize its content in 3-4 sentences Explain, in your own words, the meaning of the words in bold.***

Usually, we speak only about the ... of commercial organizations. But nonprofit organizations also .... The government, charities, trade associations, and religious groups, for example, use the same kinds of creative and media strategies as their counterparts in the for-profit sector to convey messages to the public. But unlike commercial ..., whose goal is to create awareness, image, or brand loyalty on the part of consumers, noncommercial organizations use ... to affect consumer opinions, perceptions, or behavior with no profit motive. While commercial ... is used to stimulate sales, **noncommercial** ... is used to stimulate donations, to persuade people to vote one way or another, or to bring attention to social causes.

If a specific commercial objective for a new shampoo is to change people's buying habits, the analogous noncommercial objective for an energy conservation program might be to change people's **activity habits**, such as turning off the lights. The latter is an example of **de-marketing**, which means the ... is actually trying to get consumers to buy less of a product or service.

Assignment 14. ***Translate into English.***

1. Рекламування спрямовано на групу людей, а не на окрему людину, тому воно називається неособистим спілкуванням. 2. Основна мета рекламування – досягти потенційних покупців та вплинути на їх вибір. 3. Стимулююча реклама

намагається покращити конкурентоспроможність товару і використовується на стадіях розвитку та зрілості життєвого циклу продукту. 4. Засоби масової інформації дають багато інформації про товари, ціни, характеристики товарів та інше. 5. Для того, щоб вигідно продати цей товар, ви повинні вже зараз розпочати рекламну кампанію. 6. Існує суттєва різниця між такими засобами просування, як «рекламування», «особистий продаж», «розголос» та «пропаганда».

Grammar: the Passive Voice / Пасивний стан дієслова

Пасивний стан дієслова використовується тоді, коли особа чи предмет, виражений підметом, не виконує дію, а є пасивним об'єктом дії, що виконується над ним іншою особою або предметом, позначеним додатком.

This equipment← is sold← by our company.

Форми пасивного стану використовуються переважно для опису систем, процесів та процедур, при якому підкреслюється дія, що відбувається, або предмет, на який ця дія спрямована. Виконавець дії часто не вказується, оскільки він є 1) несуттєвим, 2) невідомим, або 3) очевидним з контексту ситуації. Вказуючи на виконавця вживається прийменник **by**, вказуючи на знаряддя дії – прийменник **with**.

Відмінювання дієслова **to show** у всіх часових формах пасивного стану.

Tense/ Form	**Indefinite/Simple**	**Continuous**	**Perfect**
Present	I ***am shown*** S/he/it ***is shown*** We/you/they ***are shown***	I ***am being shown*** S/he/it ***is being shown*** We/you/they ***are being shown***	I/you ***have*** S/he/it ***has } been shown*** We/they ***have***
Past	I/s/he/it ***was shown*** We/you/they ***were shown***	I/s/he/it ***was being shown*** We/you/they ***were being shown***	I/you S/he/it ***} had been shown*** We/they
Future	I/we ***shall/will be shown*** S/he/it/you/they ***will be shown***	-----	I/we ***shall/will*** S/he/it ***will } have been shown*** You/they ***will***
Future in the Past	I/we ***should/would be shown*** S/he/it/you/they ***would be shown***	-----	I/we ***should/would*** S/he/it ***would } have been shown*** You/they ***would***

Форми **Future Continuous** та **Future in the Past Continuous** не використовуються в пасивному стані. Форми Perfect Continuous Passive в пасивному стані відсутні.

Assignment 15. ***Choose the proper form of the verb in brackets.***

1. We often (divide/are divided) promotional tools into advertising, personal selling, word-of-mouth and propaganda. 2. Goods and services that (buy/are bought) in the market (call/are called) products. 3. Two basic types of advertising (include/are included) product and institutional (corporate) advertising. 4. Both product and institutional advertising (subdivides/is subdivided) into three categories according to the purpose: to inform, to persuade, or to remind. 5. The company (owned/was owned) by a successful entrepreneur. 6. Persuasive advertising (uses/is used) in the growth and maturity stages of the product life-cycle. 7. Reminder-oriented advertising (reminds/ is reminded) people of the importance and usefulness of a product, concept, or institution.
8. We (expected/were expected) advertising messages from this company. 9. The public (benefits/ is benefitted) greatly from advertising expenditures. 10. This customer (will serve/will be served) immediately. 11. They (are discussing/are being discussed) their plans at the moment. 12. Advertising (pays/ is paid) for us to watch TV and get the news from magazines and newspapers. 13. Yesterday at that time Lora (was presenting/was being presented) her report to the head of the personnel department. 14. Industrial advertising (used/ was used) when we were advertised this industrial product by other manufacturer. 15. His debts (have never paid/have never been paid) in time. 16. He (has never paid/has never been paid) his debts in time. 17. The order (had placed/had been placed) with this firm by last week. 18. The firm (had placed/had been placed) the order by last week. 19. Institutional or corporate advertising (involves/ is involved) promoting a concept, idea, or philosophy, or the goodwill of an industry, company, organization, or government body to generate its positive publicity. 20. Informative advertising (involved/ was involved) in promoting this product.

Assignment 16. ***Make the following sentences interrogative and negative.***

1. Many media were used in our advertising campaign last year.
2. Product advertising is being discussed at the moment.
3. The goods will be delivered in time.
4. The exhibition of our products is much spoken about.
5. At the meeting I was asked to remind the director about the prices.
6. The magazines are issued every month.
7. The billboard advertising has just been designed.
8. He had been given a booklet by Saturday.
9. Retail advertising is applied by various retail stores such as supermarkets.
10. The terms of delivery were being listened to very attentively at that moment.

Assignment 17. ***Put questions to the following sentences beginning with the words in brackets.***

1. The inquiries are being received. (What?)
2. Three our ads were shown on TV last month. (How many ads? When?)
3. The delivery terms will be discussed at the meeting. (What terms? Where?)
4. The goods were not delivered because the plant was heavy with orders. (Why?)

5. The price has been accepted by the buyer. (By whom?)

Assignment 18. ***Change the following sentences into the Passive Voice.***

1. The marketer considers two kinds of advertising.
2. The country generated its positive publicity through advertising its benefits abroad.
3. Wholesalers will simplify the process of distribution.
4. They aren't making a modification to these products.
5. We were designing new products at that time.
6. My friend isn't our promoter.
7. The company hasn't invested the capital in promotion yet.
8. We'll have promoted the goods by that time.
9. He has bought his house because his friend advised him to.
10. The agent middleman had received commissions by that time.

Assignment 19. ***Turn the following sentences into the Passive Voice using the models.***

A. Model: They didn't offer Ann the job. – Ann wasn't offered the job by them.

1. They will ask you about promotional tools at the interview.
2. Informative advertising builds initial demand for a product.
3. The firm doesn't pay enough to persuade the customer.
4. We can identify a promoter in advertising.
5. We are sending them the latest leaflets now.

B. Model: We looked through the catalogue. – The catalogue was looked through.

1. They have chosen media for their advertising.
2. The employees listened to the radio advertisement with great interest.
3. She showed him the new newspaper.
4. We think of the direct mail as our advertising medium.
5. She has differentiated personal selling from word-of-mouth.

Assignment 20. ***Use the Passive Voice as in the model.***

Model: Have you sent the inquiry? – Not yet.

A. It is still being sent.

B. It will have been sent by the end of the day.

1. Have you looked through the catalogues?
2. Have they discussed the product life-cycle stages?
3. Has he persuaded the ultimate consumers?
4. Have you given them a discount?
5. Have they reminded you about this idea?
6. Has she subdivided advertising according to the purpose?
7. Has the employer paid his employees?

8. Have they specified the advertising media?
9. Have you offered outdoor advertising?
10. Have they provided promotion of their goods?

Assignment 21. ***Turn the following sentences into the Active Voice using different doers of the action as a subject.***
1. Marketing research was being done all month. 2. The latest catalogues are being studied now. 3. The new commercial center has just been opened. 4. The quality of goods was improved. 5. The TV commercial will have been shown by that time. 6. The goods will be advertised next week. 7. He is offered a discount. 8. The marketer won't be listened to at the conference. 9. The trade advertising hadn't been discussed by that time. 10. Different kinds of advertising were used in our advertising campaign.

Assignment 22. ***Fill in the missing verbs.***
1. New product features … advertised yesterday.
2. Potential buyers … be reached next week.
3. These questions won't … raised at the meeting tomorrow.
4. The retail store … already been opened.
5. The goods … been delivered yesterday by 5 o'clock.
6. The products … still … advertised.
7. A new leaflet … have been designed by the end of the month.
8. A new wholesaler was … interviewed at that time.
9. Certain purposes … usually fulfilled by every advertising.
10. The best distribution channel will … selected by the manufacturer soon.
11. Our customer … been sent a price list by that time.
12. He … just … given a discount.
13. … marketing research … made by marketers now?
14. … the goods ordered by the customer yesterday?
15. Were your products … sold at the market when you launched the advertising campaign?

Assignment 23. ***Open the brackets using the appropriate form of the Passive Voice.***
1. The persuasive advertising (to apply) some months ago.
2. What kind of advertising (to use) by the marketer tomorrow?
3. These facts (to mention) just in his report.
4. The word-of-mouth usually (to pay) for.
5. When the advertisement (to place) in the newspaper? – Two days ago.
6. This advertising (to design) by that advertising agency by December last year.
7. The product (to promote) when the French delegation arrived.
8. The goods (to sell) by that time tomorrow.
9. The service (to provide) still.
10. New equipment (not to buy) yet.
11. (To distribute) leaflets by this retailer? – No, they never (to distribute) them.
12. When (to issue) booklets by this travel agency? – They (to issue) one year ago.

13. The product (to purchase) in this market lately.
14. This product (to advertise) since 2022.
15. The goods (to deliver) at that time.

Assignment 24. ***Translate into English using the Passive Voice.***
1. Їм запропонували ефективну рекламу.
2. Ми вже проглянули нові брошури.
3. Агентам-посередникам платять комісійні.
4.Маркетологу задавали багато питань на зборах.
5. Вам нададуть знижку, якщо ви замовите велику партію товарів.
6. Нам пообіцяли безкоштовну промислову рекламу нашого продукту.
7. Реклама по радіо буде запущена тільки завтра.
8. Про цю яскраву рекламу все ще говорять.
9. Контракт буде підписано до наступного місяця.
10. Їм наказали підготувати всі документи.
11. Якщо маркетолога запитають, він розкаже, як правильно рекламувати цей товар.
12. Проект нової реклами обговорювався на зборах в той час.
13. Ця друкована продукція ще не була розповсюджена серед наших клієнтів.
14. Їхнє замовлення було виконано до першого травня.
15. Товари зараз просувають усіма можливими способами.

UNIT 19

HOSPITALITY MARKETING

Grammar: Modal Verbs: can/ could/ may/ might/ must/ have to

Assignment 1. ***Read and translate the following words and phrases.***
hospitality business – готельно-ресторанний бізнес;
hospitality marketing – маркетинг у готельно-ресторанному бізнесі;
to maintain – зберігати, підтримувати, утримувати;
profitable – прибутковий;
to obtain – отримувати;
value – цінність, вартість;
entire – весь, цілий;
to be comprised of – складатися з;
recreation – відпочинок, відновлення;
entertainment – розваги;
accommodation – розміщення, поселення;
tangible – видимий, матеріальний;
intangible – невидимий, нематеріальний;
experience – досвід;
social status – суспільний статус;
fine-dining restaurant – ресторан вишуканої кухні;
attitude – відношення, ставлення;
identifying – визначення;
satisfied – задоволений;
modified – видозмінений, модифікований;
physical products – матеріальні товари;
primary outputs – першочергова, основна продукція;
variable – мінливий, перемінливий;
inseparable – нероздільний, невіддільний, невідривний;
researcher – дослідник;
product-service mix – комплекс «Продукт-сервіс»;
communication mix – комплекс просування товару (комунікаційний мікс);
operation – заклад;
feedback – зворотній зв'язок;
marketing research – маркетингове дослідження;
perceived – сприйнятий;
to fill the needs and wants – задовольняти потреби та бажання.

Assignment 2. ***Read and translate the following text.***

HOSPITALITY MARKETING

The purpose of any **hospitality business** is to create and **maintain profitable** customers. Thus, customer satisfaction leading to profit is the central goal of **hospitality** and tourism **marketing**.

To understand what hospitality marketing is we must first of all define marketing itself. According to Kotler, Bowen, & Makens, 1999, marketing is a social and managerial process by which individuals and groups **obtain** what they need and want through creating and exchanging products and **value** with others. In other words, marketing is a process for getting a company's product or service out to consumers. Therefore, hospitality marketing is about how segments of the hospitality industry promote their products or services.

While hotels certainly are a big part of the hospitality industry, they are not the **entire** industry. The hospitality industry **is comprised of entertainment**, food service, **recreation** and **accommodations** sectors. One may even say that hospitality marketing is unique because it deals not only with the **tangible** products, like a bed in the hotel or food in the restaurant, but also with the **intangible** aspects of the hospitality and tourism industry. It is about the **experience** in a trip and **social status** it brings eating in a **fine-dining restaurant**. It is about emotions and **attitude**s.

The most important part of any marketing is marketing mix, which consists of four P's for the traditional marketing plan: price, product, place and promotion. If marketers do a good job of **identifying** consumer needs, developing a good product and pricing, distributing and promoting it effectively, the result will be attractive products and **satisfied** customers.

However, this model must be **modified** for specific industries. The hospitality industry cannot directly adopt the marketing practices of firms with **physical products** as their **primary outputs** as it deals with services which are intangible, **variable** and **inseparable** from the client. That is why different hospitality marketing **researchers** have developed a hospitality marketing mix. According to Robert D. Reid and David C. Bojanic (Hospitality Marketing Management), it consists of five components:

1. Product-service mix
2. Presentation mix
3. Communication mix
4. Pricing mix
5. Distribution mix

The product-service mix is all products and services offered by a particular **operation**. The presentation mix is the 'look and feel' of the operation and includes personnel, atmosphere and physical location. The communication mix is the communication between the operation and the consumers, usually in the form of advertising, **feedback** and **marketing research**. The pricing mix is the actual price charged for products or services and **perceived value** by the customers. The distribution mix is all channels of distribution between operation and market, including the Internet and the physical site of the operation. Knowledge of all five components of the mix is helpful for managers who are developing marketing strategies.

To conclude it is important to stress once again that hospitality marketing is very critical in the success of any hospitality and tourism product. Proper marketing effort promotes a product or service that **fills the needs and wants** of the consumers and at the same time brings profits to the organization or country that features it.

Assignment 3. ***Answer the following questions.***

1. What is the purpose of any hospitality business?
2. How can you define marketing?
3. What is hospitality marketing?
4. What does the hospitality industry consist of?
5. What are the four elements of the traditional marketing plan?
6. How does hospitality marketing plan differ from the traditional marketing plan?
7. What is a product-service mix?
8. What is a presentation mix?
9. What is a communication mix?
10. What is a pricing mix?
11. What is a distribution mix?
12. Why is marketing so crucial to hospitality business?

Assignment 4. ***Match the words on the left with their pronunciation transcriptions on the right:***

1. marketing	a. [ˈætɪtjuːd]
2. hospitality	b. [ˌhɒspɪˈtæləti]
3. profitable	c. [ˈædvətaɪzɪŋ]
4. advertising	d. [ˈprɒfɪtəbl]
5. strategy	e. [ˈfɪzɪkl]
6. distribution	f. [ˈstrætədʒi]
7. variable	g. [ˈtændʒəbl]
8. physical	h. [ˈveəriəbl]
9. tangible	i. [ˌdɪstrɪˈbjuːʃn]
10. attitude	j. [ˈmɑːkɪtɪŋ]

Assignment 5. ***Read the following sentence:***

[ˌhɒspɪˈtæləti ˈmɑːkɪtɪŋ ɪz ˈkɒmpleks ənd daɪˈvɜːs].

Assignment 6. ***Translate the following phrases into Ukrainian, make up your own 5 sentences with the phrases:***

hospitality marketing; the central goal of hospitality and tourism marketing; a social and managerial process; creating and exchanging value; comprised of entertainment, food service, recreation and accommodations sectors; eating in a fine-dining restaurant; traditional marketing plan; price, product, place and promotion; satisfied customers; firms with physical products as primary outputs; hospitality marketing mix; product-service mix; presentation mix; communication mix; pricing mix; distribution mix; very critical in the success; to fill the needs and wants

Assignment 7. ***Translate into English.***
привабити та зберегти вигідних клієнтів; отримувати необхідне і бажане; просувати товари чи послуги; унікальний; мати справу з; матеріальні продукти; нематеріальні аспекти; комплекс маркетингу; визначення потреб споживачів; створення хорошого продукту та ціни; модифікувати; безпосередньо застосувати; невидимі, змінні та невіддільні від клієнтів; дослідники маркетингу ресторанно-готельного бізнесу; певний заклад; фізичне місцеположення; канали розповсюдження

Assignment 8. ***Find words in the text to match the following definitions:***
1. The activity of presenting, advertising and selling a company's products in the best possible way – m _ _ _ _ _ _ _ _. 2. The activity and industry of advertising things to people on television, in newspapers, on the Internet, etc – a_ _ _ _ _ _ _ _ _ _ _. 3. The system of transporting and delivering goods – d_ _ _ _ _ _ _ _ _ _ _ _. 4. Methods of sending information, especially telephones, radio, computers, etc. – c_ _ _ _ _ _ _ _ _ _ _ _. 5. The way in which something is offered, shown, explained, etc. to others – p_ _ _ _ _ _ _ _ _ _ _. 6. That does not exist as a physical thing but is still valuable to a company – i_ _ _ _ _ _ _ _ _. 7. A combination of different things – m_ _. 8. Advice, criticism or information about how good or useful something or somebody's work is – f_ _ _ _ _ _.

Assignment 9. ***Find synonymous words in the text to complete the sentences:***
1. The purpose of any hospitality business is to generate and m_ _ _ _ _ _ _ customers (preserve). 2. Ideal marketing means that customers o_ _ _ _ _ what they need and want (get). 3. The hospitality industry is c_ _ _ _ _ _ _ _ of hotels, restaurants and many other tangible and intangible elements (consists of). 4. Communication between the o_ _ _ _ _ _ _ _ and the c_ _ _ _ _ _ _ _ must be smooth and successful (business, clients). 5. Marketing studies all channels of d_ _ _ _ _ _ _ _ _ _ _ between operation and market, which make up the distribution mix (delivery). 6. We are sure that our products and services will f_ _ _ the needs and wants of the consumers (satisfy).

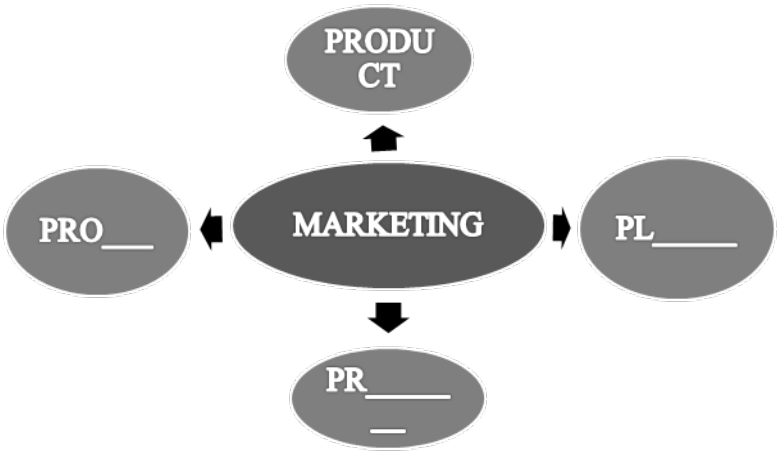
Assignment 10. ***Restore the word order:***
1.is /and/ Marketing/ managerial/ a/ social/ process.
2.by/ mix/ is/ all/ and/ The product-service/ services/ products/offered/ the operation.
3.and/ is/ mix/between/ The communication/ the communication/ the operation/ the consumers.
4.is/ The hospitality/ emotions/ about/ industry/ and/ attitudes.
5.mix/ is/ price/ The pricing/ charged for/ or/ the actual/ products/ services.

Assignment 11. ***Make questions to the words in bold.***
1. **The hospitality** industry cannot directly adopt the marketing practices of firms with physical products as their primary outputs. 2. Proper marketing effort promotes **a product or service that fills the needs and wants of the consumers.** 3.

Hospitality business creates and maintains **profitable customers**. 4. The model must be modified for **specific industries**. 5. **The presentation mix** is the 'look and feel' of the operation. 6. **Managers** must know all five components of the mix. 7. Hospitality marketing is very critical **in the success of any hospitality and tourism product**. 8. Hospitality marketing is about **how segments of the hospitality industry promote their products or services.**

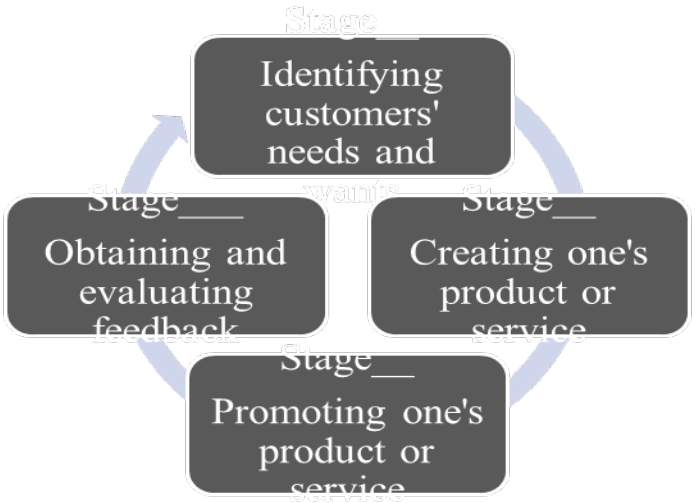
Assignment 12. ***Translate into English.***
1. Задоволеність клієнтів, яка веде до прибутку є головною метою маркетингу готельно-ресторанного бізнесу, тому будь-який заклад прагне привабити та зберегти якомога більше вигідних клієнтів. 2. Маркетинг готельно-ресторанного бізнесу стосується просування власних товарів або послуг споживачу. 3. Індустрія гостинності складається не лише з готелів, але також з таких елементів, як розваги, громадське харчування, відпочинок та розміщення гостей. 4. Маркетинг готельно-ресторанного бізнесу є унікальним, оскільки він складається із матеріальних та нематеріальних аспектів. 5. Традиційний план маркетингу складається з чотирьох Р: ціна, товар, місце і просування.

Assignment 13. ***Look at the following diagram, representing the traditional marketing plan. Fill in the gaps and explain every item.***
e.g. The traditional_____ consists of 4 elements. First comes a product, which is what company produces. Second is _____...



How does this diagram differ from the hospitality marketing mix?
Can you represent it graphically?
E.g. Hospitality business produces not only physical goods or products, but also services, that is why a hospitality marketing mix consists of…..

Assignment 14. ***Describe the following stages of the marketing process. Label the stages in a chronological order and explain your choice:***



Assignment 15. ***Match the items on the left with their explanation on the right, then ask and answer as in the example:***

marketing	the actual price charged for products or services and perceived value by the customers.
hospitality marketing	all channels of distribution between operation and market.
marketing mix	is about how segments of the hospitality industry promote their products or services.
product-service mix	a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.
distribution mix	the most important part of any marketing, which consists of four P's: price, product, place and promotion.
pricing mix	all products and services offered by a particular operation.

e.g. A: Sorry, could you explain to me, what marketing means?
B: Sure. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Assignment 16. ***Find out:***
1. …how tourism is promoted in Ukraine: by a government organization and / or by local travel agencies?
2. …what marketing techniques hotels / restaurants in your city use to promote their products and services?
3. …what techniques are most / least common and popular?

The following promotional techniques might help you:

- *adverts in the media; brochures and leaflets; posters; websites; displays and exhibitions; billboards; discount coupons; discounted prices; complimentary products (give-aways, free gifts).*

Assignment 17. ***SWOT analysis is a method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project and can be carried out for a product, place or person. Make a SWOT analysis of a hotel / restaurant in your city.***

Possible strengths:

- Business exterior is clean and tidy.
- Prices are cheaper than the competitors' prices.
- Service style is new to the area.
- It offers a unique product, that no other business offers.
- It has a branded image.

Possible weaknesses:

- The restaurant / hotel is new and not established.
- It has limited funds available.
- It offers a product which is already available on the market.
- Customers have to travel further to get to the restaurant / hotel.

Possible opportunities:

- A new office complex is opening nearby.
- A main competitor has closed down.
- The building next door has become available so expansion may be an option.

Possible threats:

- A high street brand is moving into the area.
- Operating costs are set to increase soon.
- Business lease is up for renewal and a rent increase will happen.
- A main competitor has lowered his prices.

Assignment 18. ***Role-play. One of you is a hotel / restaurant representative, the other – a researcher / guest. Take turns to ask and answer as in the example:***

A: Is your exterior and / or interior design one of your strengths?

B: Yes, it is. Our exterior as well as interior were designed according to the latest design trends, and are very attractive to our customers. People come here to relax and to enjoy the luxurious setting.

OR

B: No, it isn't. To tell the truth, it's one of our weaknesses. Our restaurant needs turning its interior and exterior space into an effective and comfortable setting.

Assignment 19. ***Read the following text about possible advertising methods. Fill in key words to complete it:***

online advertising, print advertising, radio advertising, word of mouth advertising, in-store advertising

Advertising can be found anywhere: in the street, at work, at home. It takes different types and forms. Let's analyze the most popular ones. First comes_____. It is an effective way for businesses to target a group of people based on location or similar tastes. For example, a local night club seeking college student clientele would probably consider advertising on a local pop station. _____- magazine

and newspaper ads – is another way to spread the word about a product or service. Print advertising usually includes larger display ads, as well as classified advertising. The classifieds are typically very affordable, whereas display ads are a bit pricier. _____is an increasingly popular method for promoting a business nowadays. There are many forms of online advertising. Consider banner ads, for example, which are image ads displayed on web pages. Google AdWords is another popular form of online advertising that matches an ad to an Internet user's search inquiry. Another popular method is_____, which takes place within a retail store. For example, a company that produces a new cleaning product might include an end display when they ship the product to stores. This gives the store an attractive display that draws attention to the new product. Last in our survey, but surely, not least comes_____. While some may argue that word of mouth is not advertising because it's free, this form of promotion is one of the most credible and priceless assets of any business. Even if business owners cannot buy word of mouth advertising, they can encourage their customers to tell their friends and family about the great product or service they purchased.

Assignment 20. ***Discuss the following.***

1. How does advertising affect sales?
2. What advertising types do you encounter more often?
3. Which ones are more / less effective to your mind, explain why?
4. What advertising techniques would you use for your marketing campaign?

Grammar: Modal Verbs: can/ could/ may/ might/ must/ have to
Модальні дієслова: могти/ міг/ повинен

Дієслово	**Вживання**	**Переклад**	**Приклад**
Can **Еквіваленти:** **be able to** **manage to**	1.Фізична чи розумова здатність / нездатність, вміння /невміння 2.Дозвіл 3.Прохання дозволу 4.Подив, недовіра (питальна форма) 5.Неможливість,неймовірність (заперечна форма) 6.Заборона (заперечна форма)	Можу вмію можна можна? не може бути, що; не може бути, що; навряд чи не можна	1. I **can /cannot answer** this question. 2. You **can go** if you want. 3. **Can** I **borrow** your book? 4. **Can** it **be** Pete who said it? 5. He **cannot be working** yet. 6. You **cannot stay** here alone.
Could	1.Фізична або розумова (не) здатність, (не) вміння у минулому 2.Ввічливе прохання (питальна форма) 3.Ймовірність,	міг, вмів можна? Чи не могли б? можливо	1. When I was younger, I **could /couldn't do** it myself. 2**. Could** you **lend** me your pen?

	можливість (менше 50%)		3. This information **could be** reliable.
May **Еквіваленти:** **be allowed to** **be permitted to**	1.Дозвіл 2.Прохання дозволу 3.Ймовірність, можливість (більше 50%)	Можна Можна? можливо	1. You **may take** your place. 2. **May** I **call** him tomorrow? 3. I **may see** Mr. Parker tonight.
Might	1.Дозвіл в минулому 2.Можливість, ймовірність (менш ніж 50%)	Міг можливо	1. He said I **might borrow** his notebook. 2. She **might get** lost if she doesn't know the address.
Must **еквіваленти** **have (to)** **be (to)**	1. Необхідність, обов'язок 2. Впевненість (~100%) 3. Наказ 4. Заборона (заперечна форма)	повинен мушу напевно повинен не можна	1. We must answer this letter immediately. 2. She is absent. She must be away on business. 3. You must leave at once. 4. You mustn't argue with your boss.

Assignment 21. ***Underline the correct variant.***

1. This marketing researcher *can develop/ can to develop* our hospitality marketing mix. 2. She *could to speak/could speak* English quite well when she was at school. 3. He *must to help/ must help* me distribute and promote this product. 4. You *have to apply/ have apply* this marketing strategy. 5. We *may choose/ may to choose* channels of distribution recommended by our partner. 6. Now the manager *may create/ may to create* and maintain a profitable pricing mix.

Assignment 22. ***Write questions for the following sentences beginning with the word in brackets.***

1. She can help you modify your hospitality marketing mix (Whom?) 2. They have to study the market situation before promoting their hotel (What?) 3. I must obtain the latest news as soon as possible (When?) 4. She could deal with most challenging problems (What?) 5. You may take your guests to the closest retail outlet (Where?) 6. They might change their marketing strategy (Who?)

Assignment 23. ***Use shortened negative form (where possible) of the modal verb in brackets.***

1. I – (could) come to the meeting yesterday. 2. You – (may) identify consumer needs without special research. 3. They – (can) make decisions in his absence. 4. He – (must) reveal this strategy to our competitors. 5. We may raise this

problem at the meeting, – (may) we? 6. I – (could) consult this middleman anymore. 7. He – (can) understand what they are talking about. 8. She – (must) blame us for this mistake. 9. You – (have to) work this Saturday.

Assignment 24. ***Change the following sentences a) into the past, b) into the future, using the given time expressions.***

e.g. John ***can drive*** *a car.* *a) when he was eighteen.*
b) after a few more lessons.

a) John ***could drive*** *a car when he was eighteen.*

b) John ***will be able to drive*** *a car after a few more lessons.*

1. We can offer this product. a) as we had widened our assortment.
b) as soon as we launch a new production line.
2. They cannot offer this price. a) because it was higher than the competitor's.
b) until they lower the production costs.
3. You can obtain bigger profits. a) if you started advertising abroad last year.
b) as soon as you generate positive publicity.
4. I can identify consumer needs. a) when I conducted research last year.
b) if I analyze feedback data.
5. He can charge a high price. a) as he offered a unique product.
b) as soon as he fills the needs and wants of his consumers.

Assignment 25. ***Practice the use of can/can't, could/couldn't/, be able to/manage to with your partner.***

1. Think of something you can/can't do well.
2. Think of something you could/couldn't do in your childhood.
3. Think of something that you managed to do/were able to do.
4. Think of something that you will be able to do in the future. Provide your reasons.

Now, exchange your experiences with your partner.

Assignment 26. ***Refer the following sentences a) to the past, b) to the future.***

1. She must spend more time on controlling the product-service mix. 2. They must improve the atmosphere in that operation. 3. He must assign this task to the marketing researchers. 4. I must take some corrective action. 5. They must work with the communication mix. 6. We may not change the presentation mix. 7. They must provide the staff with clearly defined assignments. 8. The hospitality industry cannot directly adopt the marketing practices of firms with physical products.

Assignment 27. *Express a) absence of obligation (don't have to), b) prohibition (mustn't). Translate your sentences.*
Adopt these marketing practices; develop the hospitality marketing mix; modify the distribution channel; fill the needs and wants of customers; identify consumer needs; develop a good product and pricing; distribute and promote the product effectively; deal with the intangible aspects of the industry.

Assignment 28. *Translate into English.*
1. Ви повинні модифікувати цю модель. 2. Вам не потрібно проводити дослідження ринку – я вже це зробила. 3. Їм не дозволяли змінити рекламну кампанію. 4. Йому доведеться їхати у відрядження (go on business) наступного тижня. 5. Вона могла вчасно визначити потреби споживачів, щоб уникнути падіння попиту і зниження прибутків. 6. Нам було дозволено розробити нову маркетингову стратегію. 7. Оскільки задоволеність клієнтів, що веде до прибутку, є головною метою нашого готелю, працівникам не дозволяється запізнюватись на роботу. 8. Мені довелось переробити комплекс розподілу. 9. Я мушу зробити це зараз? – 1) Так, аналіз зворотного зв'язку повинен бути готовий до 4 години. 2) Ні, немає потреби. Ви можете зробити це пізніше.

Модальні дієслова **must, may, might, cannot (can't)** передають різні ступені впевненості (degrees of certainty) щодо дії, позначеної інфінітивом. Дієслово **must** передає абсолютну впевненість в дії (positive certainty) – **напевно**, тоді як дієслово **cannot (can't)** передає абсолютну впевненість в неможливості дії (negative certainty) – **не може бути.** Дієслово **may** передає припущення (possibility) – **можливо,** а дієслово **might** передає припущення, що межує з сумнівом (weak possibility) – **можливо, хоча сумнівно; навряд чи**. Можна схематично представити ступені впевненості як:

Must (positive certainty) ~ 100% - **напевно**;
May (possibility) > 50% - **можливо**;
Might (weak possibility) < 50% - **навряд чи**;
Can't (negative certainty) ~ 0% - **не може бути**.

Assignment 29. *Use the table to make up all possible sentences; translate them.*

He	must	speak on behalf of the company.
	may	make this statement at the press conference.
	might	modify the marketing strategy of his hotel.
	can't	be tired from watching TV commercials.

Assignment 30. ***Translate into English.***

1. Вони, напевно, працюють в цій фірмі. 2. Вони, можливо, працюють в цій фірмі. 3. Вони, можливо, і працюють в цій фірмі, хоча навряд чи. 4. Не може бути, що вони працюють в цій фірмі.

*Для висловлення різних ступенів впевненості в дії, що відбудеться в теперішньому чи майбутньому, після модальних дієслів вживається простий інфінітив (Indefinite Infinitive - do); для висловлення різних ступенів впевненості в тривалій дії, що відбувається саме в момент мовлення, вживається тривалий інфінітив (Continuous Infinitive – be doing); для висловлення різних ступенів впевненості в дії, яка вже відбулась, вживається перфект ний інфінітив (Perfect Infinitive – have done). Порівняйте:

The plane **must arrive** at 10. – Літак, **напевно**, **прибуде** о 10.

The plane **must be arriving** just now. – Літак, **напевно, прибуває** саме зараз.

The plane **must have arrived** already. – Літак, **напевно,** вже **прибув.**

Assignment 31. *Use the table to make up all possible sentences; translate them.*

They	must	adopt this strategy.
	may	be our competitors.
	might	be busy with the distribution mix.
	can’t	agree to our proposal.

They must be holding a meeting with marketing department employees.

may	be working on the development of communication mix.
might	be negotiating the advertising practices.
can’t	be taking part in the opening ceremony.

They	must	have seen the competitor’s commercial.
	may	have modified this marketing mix to be efficient.
	might	have chosen the necessary distribution channel.
	can’t	have forwarded this information to our competitors.

Assignment 32. *Match the sentence 1-4 with its meaning a)-d).*

1. He must have obtained profit by now. a) 40% possibility.
2. He may have obtained profit by now. b) 0% possibility.
3. He might have obtained profit by now. c) 100% possibility.

4. He can’t have obtained profit by now. d) 80% possibility.

Assignment 33. *Translate into English.*

A.1. Вони, напевно, працюють над цим проектом саме зараз. 2. Вони, можливо, працюють над цим проектом саме зараз. 3. Навряд чи вони працюють над цим проектом саме зараз. 4. Не може бути. що вони працюють над цим проектом саме зараз.

B. 1. Напевно, він вже підписав контракт. 2. Можливо, він вже підписав контракт. 3. Сумнівно, що він вже підписав контракт. 4. Не може бути, що він вже підписав контракт.

Assignment 34. *Paraphrase the following sentences using one of the modal verbs* ***must, may, might*** *or* ***can’t****+ proper form of infinitive.*

1. I am sure he is a successful marketing researcher. 2. Perhaps they are at the meeting now, but I doubt it. 3. He is probably identifying consumer needs now. 4. It is likely that they have improved their presentation mix. 5. I am certain that he has analyzed the feedback data. 6. Probably she will initiate a pricing mix. 7. I refuse to believe that has advertising has been successful. 8. Maybe we shall take part in the negotiations to stress once again the critical importance of hospitality marketing. 9. I am sure he forgot that hospitality industry deals with tangible and intangible elements. 10. Perhaps she has modified the traditional marketing plan already. 11. I doubt that he is still working on improving his products to result in satisfied customers. 12. It is impossible that they didn’t like that fine-dining restaurant.

Assignment 35. *Translate into English.*

1. Де моє дослідження? – Не знаю. Можливо, секретар вже відправила його у маркетинговий відділ. 2. Не може бути, що він ще не розпочав рекламувати свою продукцію. Вона давно вже була запроваджена на ринок. 3. Відгуки про цей ресторан дуже хороші. У них, напевно, багато задоволених клієнтів. 4. Цей товар продається дуже добре. Ми, можливо, замовимо більше. 5. Вона, можливо, приїде в четвер. Нам потрібно забронювати для неї розміщення. 6. Умови контракту дуже хороші. Ми, напевно, підпишемо його. 7. Не може бути, що він уже визначив потреби споживачів. Він не проводив жодного дослідження. 8. Можливо, він і забув про комплекс просування товару, хоча навряд чи.

UNIT 20

WHAT IS MANAGEMENT?

Grammar: Modal Verbs: need to/ should/ ought to/ be to/ will/shall

Assignment 1. ***Read and learn the following words and phrases.***
to manage – 1) керувати, управляти; 2) справлятися, впоратись;
manager – керівник, менеджер;
management – 1) керівництво, управління; 2) дирекція, адміністрація; 3) менеджмент;
set of activities – комплекс видів діяльності;
efficient – дієвий, раціональний;
effective – ефективний, доцільний**;**
to lead to success – привести до успіху;
to constitute – складати, утворювати;
core – 1) суть; 2) серцевина, стрижень;
job – робота, вид діяльності;
responsible – відповідальний;
to depend on – залежати від;
decision making – прийняття рішення;
profound economic education – ґрунтовна економічна освіта;
personal human traits – особисті риси характеру;
current – поточний, сучасний;
trend – напрямок, тенденція;
goal – мета; **to set a goal –** визначати мету;
to meet/to attain a goal – досягати мети;
attainable – досяжний;
to predict – передбачати;
to interpret – пояснювати, тлумачити;
well-founded – добре обґрунтований;
moreover – більш того;
to communicate – повідомляти, сповіщати, переказувати;
to work for, with and through people – працювати для людей, з людьми та за допомогою/через людей;
challenging – вимогливий; такий, що кидає виклик;
to face the problem – стикатися з проблемою;
to solve problems – вирішувати проблеми;
occupation – професія, заняття;
prudent – розважливий, обачний;
persuasive – переконливий

Assignment 2. ***Read and translate the following text.***

WHAT IS MANAGEMENT?

Management can be defined as a **set of activities** directed at the **efficient** and **effective** use of resources in **attaining the goals** of the organization. Management is complex because of the large number of different activities that managers perform and because managers must change activities very often.

Managers are in great demand in all spheres of modern life. One cannot imagine a medical, educational, commercial, industrial, or any other organization, the activities of which are not managed in a certain way. The meaning of the verb '**to manage'** is 'to control', 'to succeed'. Thus, managers are professionals who both control and **lead** their organizations **to success**. They **constitute** the **core** of every organization at any level. Managers plan, organize, direct and control the activities of the organization they work for. This **job** is very **responsible** because the success of an enterprise, be it a little firm or a big industrial complex, **depends** completely **on** the management's effective **decision making**.

The job of a manager demands a **profound economic education** as well as certain **personal human traits**. Managers must understand the **current** situation in the market they deal with and **current trends** in their business sphere, be able **to set attainable goals** for their enterprise and **predict** its further development. With this aim managers collect, analyze and **interpret** all sorts of business information to make **well-founded** decisions. **Moreover**, they must be able **to communicate** these decisions to the people with whom they work. It is a true saying that managers **work for, with and through people**.

The profession of a manager is very **challenging** because the world around us is very dynamic and every day managers **face the problems** that **need to be solved**. Management is an **occupation** for people who are thoughtful and decisive, **prudent** and risky, strict and friendly, energetic and **persuasive** and always open to changes.

Assignment 3. ***Answer the following questions.***

1. How can management be defined?
2. Why is management complex?
3. What functions do managers perform in the organization?
4. Why is the job of a manager a very responsible one?
5. How do managers apply their economic knowledge in their work?
6. Why are personal traits as important as professional qualities?
7. What personal traits must a person possess to become a successful manager?

Assignment 4. ***Read the following words aloud. Pronounce correctly the letters in bold type.***

[i]- **e**ffective, **e**fficient, **e**xecutive, **e**xample, **e**xhibit, **e**xcept;
[əu] –g**oa**l, l**oa**n, c**oa**l, c**oa**t, kn**ow**, sl**ow**, gr**ow**;
[au] – gr**ou**nd, f**ou**nd, m**ou**se, h**ow**, t**ow**n, cr**ow**d;
[f] – s**ph**ere, **ph**ilos**ph**y, **ph**ysics, **ph**otogra**ph**, tele**ph**one.

Assignment 5. ***Translate into English*****.**
Спеціалізуватись з менеджменту організацій; в подальшій професійній кар'єрі; певним чином; тобто/таким чином; вести до успіху; утворювати стрижень організації; планувати, організувати, спрямовувати та контролювати; бути спроможним визначити досяжну мету; всі види ділової інформації; вірно кажуть, що; вдумливий та рішучий; вимогливий та приязний.

Assignment 6. ***Translate into Ukrainian.***
To offer a lot of opportunities; efficient and effective use of resources; to be in great demand; both…and; at any level of an organization; the management's effective decision making; to deal with the market; further development; prudent and risky.

Assignment 7. ***Learn the meaning of the words and translate them into Ukrainian.***
Work – activity which uses effort, especially for a specific purpose, not for amusement; the nature or place of job or business.
Job – a regular paid employment; a piece of work. What you do to earn a living is your **job** or (more formal) your **occupation**.
Post/Position – words for a particular job, more formal and official.
Trade – a skilled job in which you use your hands.
Profession – a job for which you need special training and a high level of education (such as being a manager or doctor).
Vocation – some professions, such as teaching or nursing, which suggest that people choose them in order to help others.
Career – a job or profession that you follow your whole life.
Hobby – an activity which one enjoys doing in one's free time; a form of recreation.

Assignment 8. ***Insert the proper word from Assignment*** **7.**
1. Her… demands a lot of traveling. 2. Operating a PC is necessary for this … 3. He took a vocational course as he wanted to become the best in his … 4. She is always late for… because of the heavy traffic in the morning. 5. Management of organizations is my future … 6. She started her… at the age of 22. 7. His … is drawing; he devotes all his free time to it. 8. Helping people was Mother Theresa's …

Assignment 9. ***Match the prefixes to give the words the opposite meaning and translate the pairs. Consult your dictionary if necessary*****.**

ir- (1), in-(2), un-(5)

responsible, usual, attainable, complete, human, friendly, able, effective.

Assignment 10. ***Translate the words in brackets to complete the sentences.***
1. You cannot depend on him. He is very (безвідповідальний). You must find a more (відповідальний) person for this work. 2. These data are (неповні). Continue your research to (завершити) it. 3. This solution seems a bit (неефективне). Ask Mike to help you – he always proposes (дієві) decisions. 4. Always set up an (досяжна) goal. If your goal is (недосяжна), you lose your interest very soon. 5. She is (нездатна) to solve this problem by herself. Better find somebody else who is (здатний) to manage it. 6. This person looks (недружній). Let's ask somebody who is more (привітний).

Assignment 11. ***Insert the prepositions*****: in** (2), **on** (1), **of** (1), **with** (1), **for** (1)
1. They often deal … foreign customers. 2. She is responsible … the sales department. 3. We offer high-quality goods that are always … great demand. 4. I'm majoring … management … organizations. 5. Our success depends … the management's effective decision making.

Assignment 12. ***Insert the proper word from the list below.***

challenging problem, opportunity, to make…decision, major, interpret, skills, managers, profession

1. What subject do you … in? 2. Students are given every… to specialize in the chosen ... 3. …constitute the core of every organization. 4. In order… a well-founded … you must analyze and … all available information. 5. The head of our department admits that we have contributed our best … to the solution of this very…

Assignment 13. ***Read about contemporary management theories.***

The major components of contemporary management theory include systems theory, contingency theory, and Theory Z.

Systems theory is an approach to understanding how organizations function and operate. According to systems theory any organization is an open system that receives from the environment the four kinds of inputs, or resources: human resources, physical resources, financial resources, and informational resources. These various resources are transformed into product or service outputs, which are returned to the environment for consumption. Finally, feedback from the environment provides the organization with information about how well its products or services are being received. Thus, the interaction with the environment is a critical element for the manager. It is the manager's job to monitor the feedback from the environment and help the organization to maintain or improve its productivity.

Contingency theory suggests that there is no "one best way" to manage. When a manager is confronted with a problem or situation, he or she must examine several potential solutions or actions, or contingencies, not just "one best way" to respond to the situation. As environmental demands, technological factors, and work-group characteristics vary, managers' actions will vary accordingly, from one situation to the next. What is a good managerial solution for

one situation may be a poor one for another. The contingency theory advises managers to carefully analyze the unique characteristics of situation and choose responses that best work in each circumstance.

In the early 1980s a great deal of attention was given to the success of Japanese organizations and the difference between American and Japanese management practices. It was suggested that companies which would apply the strengths of both the American and Japanese models in their business practices would gain success in competition. This approach is known as **Theory Z**.

New perspectives on management are successfully being developed now and provide useful methods and approaches that managers should understand.

Assignment 14. ***Answer the following questions.***

1. What are the main components of contemporary management theory?
2. How is any organization viewed according to systems theory?
3. What is the essence of the interaction between the organization and its environment?
4. What information do managers gain from feedback?
5. What responsibilities do managers have according to systems theory?
6. How does contingency theory treat any situation?
7. What responsibilities do managers have according to contingency theory?
8. Do American and Japanese management practices differ?
9. What responsibilities do managers have according to Theory Z?

Grammar: Modal Verbs: will/ would/ shall/ should/ ought to/ need to
Модальні дієслова: потрібно/ слід/ краще/ повинен

Дієслово	**Вживання**	**Переклад**	**Приклад**
Will	1. Намір 2.Прохання, пропозиція (питальна форма)	обов'язково Чи не...?	1. I **will meet** you at the office. 2. **Will** you please **sign** the papers?
Would	1. Прохання дозволу 2. Надання переваги 3. Прохання	Ви не проти, якщо...? скоріше Ви не проти…? Ви би не…?	1. **Would you mind** if I invite the manager? 2. I **would rather discuss** the terms of the contract. 3. **Would** you l**ook** for these files, please?
Shall	1. Наказ (особливо в офіційних документах) 2. Пропонування, намір	повинен чи не...?	1. All company workers **shall be present** at the party. 2. **Shall I start** analyzing the data?
Should	1.Порада, інструкція рекомендація 2.Докір,	краще, слід варто	1. You **should check** everything yourself. 2. You **should not rely** on him.

	дорікання	не слід/ не варто	
Ought to	Порада, рекомендація	краще, слід	1. You **ought to** apply this marketing strategy.
Need (to)	1. Потреба в чомусь, необхідність 2. Відсутність потреби чи необхідності	повинен, потрібно не варто, не потрібно	1. We **need (to) consult** the lawyer. 2. We **needn't (to) worry** – everything will be O.K.
Be to	1. Повинність згідно домовленості 2. Повинність/ заборона згідно правил, законів, положень	повинен, маю/ мав би повинен/ не можна	1. I **was to send** them this information by fax. 2. You **are not to speak** to the prisoners here, madam.

Assignment 15. ***Translate the modal verbs into Ukrainian.***

1. They are to organize the work of their employees until Monday. 2. We needn't analyze these data, they are useless. 3. I would tell you to identify the needs of your customers before designing this product. 4. He shouldn't depend so much on his partners. 5. You ought to be thoughtful and decisive, prudent and risky, strict and friendly, energetic and persuasive and always open to changes to become a successful manager. 6. Shall I interpret this business information to make a well-founded decision? 7. They need to solve this problem before moving further. 8. Our director stressed, "Every employee of my company shall have a profound economic education!" 9. She needs to communicate this information to the marketing department. 10. Managers will lead our organization to success. 11. Would you help me with this challenging situation? 12. Will you, please, analyze the current trends in the market and only then plan the activity of your department. 13. Shall we assign them this task?

14. We are to control the work of our department.

*Для того, щоб висловити **наказ (order), необхідність (obligation)** або **обов'язок (duty)** виконати дію, вживаються модальні дієслова **must, need, have to - повинен, мушу, зобов'язаний.**

Напр., All staff **must/need/have to** arrive for work by 9 a.m.

Оскільки модальні дієслова **must** та **need** не мають форм минулого та майбутнього, необхідність дії в минулому передається дієсловом **had to – довелося, мусив,** а в майбутньому **will have to** – **доведеться.** Напр., He **had to /will have to** define this task himself.

Для того, щоб висловити **заборону (prohibition)** виконувати дію вживаються заперечні форми **must not, may not, cannot – не можна, заборонено.**

Напр., You **must not/ may not/ cannot** break the company rules.

Для висловлення заборони в минулому вживаються **could not** або **was/were not allowed to – не дозволялося.**
Напр., In my last job I **couldn't/wasn't allowed to** discuss management decisions.

Assignment 16. ***Give all possible variants of expressing a) strong obligation, b) prohibition to do the following as in the model*:**
Model: give instructions.
Obligation: You must give instructions. You need give instructions. You have to give instructions.
Prohibition: You must not give instructions. You may not give instructions. You cannot give instructions.
Leave now; write this information down; use the dictionary at the exam; settle the conflict; support them with financial resources.

Assignment 17. ***Refer the following sentences a) to the past, b) to the future.***
1. She must spend more time on controlling her subordinates. 2. They must review this plan. 3. He must assign this task to the HR department. 4. I must take some corrective action. 5. They must not work with this equipment. 6. We may not change the programme. 7. They must provide the staff with clearly defined assignments. 8. The staff cannot use phones to make personal calls.

*При відсутності потреби чи необхідності виконувати дію (**absence of obligation**) вживаються заперечні форми **needn't** або **do not/does not have to, didn't have to, won't have to – не потрібно, немає необхідності, необов'язково.** Напр.,
She **needn't/doesn't have to** write this report today – she can do this on Monday. He **didn't have to** meet me at the station – I knew my way. She **won't have to** write to them, I'll do this myself.

Assignment 18. ***Express a) absence of obligation, b) prohibition. Translate your sentences.***
Check documents; cancel the meeting; work overtime; give them instructions; change the procedure; discuss this problem with your subordinates; plan 15 years ahead; control the activities of this department; make decisions without consulting anyone.

* Для того, щоб висловити **пораду (advice), рекомендацію (recommendation)** чи **інструкцію (instruction)** вживаються модальні дієслова **should** або **ought to – слід, краще, варто**. Напр., You **should/ ought to** know this.
Докір (reproach) щодо невиконаної дії передається **перфектною формою інфінітива (have +III форма дієслова).** Порівняйте:

You **should do** it. – Вам слід це зробити.
You **should have done** it. – Вам слід було це зробити (**але ви не зробили).**
Докір щодо дії **виконаної, але небажаної** (такої, яку не слід було робити) передається заперечною формою модального дієслова **should not** або **ought not to + перфектна форма інфінітива.**
You **should not have done** it**.** – Вам не слід було це робити (**але ви зробили**).

Assignment 19. ***Match each sentence 1-12 with the idea it expresses a-l.***

1. I can do it.	a) It's necessary.
2. I mustn't do it.	b) It's not necessary.
3. I don't have to do it.	c) It's allowed.
4. I have to do it.	d) It's not allowed.
5. I couldn't do it.	e) It was necessary.
6. I didn't have to do it.	f) It wasn't necessary.
7. I had to do it.	g) It was allowed.
8. I could do it.	h) It wasn't allowed.
9. I should have done it.	i) Doing it is a good idea.
10. I shouldn't have done it.	j) Doing it is a bad idea.
11. I shouldn't do it.	k) Doing it was a bad idea.
12. I should do it.	l) Not doing it was a bad idea.

Assignment 20. ***Read the situation and use the words in brackets to write your advice, recommendation, instruction or reproach with should/shouldn't +proper form of infinitive.***
1. It's time for the meeting to start, but the conference hall is still empty. The staff didn't know about it. – They/ announce/about the meeting in advance.
2. Our product is selling badly. – We/ take/some corrective action to improve the situation.
3. Mike is busy defining the tasks for personnel. – Mike/ assign/ appropriate task for every person.
4. Your friend looks very tired because he stays late hours at his work. – You make a reproach to him: You/ organize/ your time properly. You/ stay/ late at work.
5. The results are worse than they were expected to be. – The management / support/ the organization with proper financial resources.
6. The economic situation is worsening. – The government/ do/ something about the economy.
7. Your friend is looking for a job. There is a job advertisement in the local paper. – She/ apply/ for this job – it seems interesting.
8. A famous professor is giving a lecture on Total Quality Management on Wednesday. – You tell your subordinates: All staff/ attend/ the lecture on Wednesday.

Assignment 21. ***Choose either active or passive form:***

1. The company *should make/ should be made* considerable investments to modernize this plant. 2. This valuable information *ought to present/ ought to be presented* to our management. 3. The goods *are to deliver/ are to be delivered* in a week. 4. The situation *needs to solve/ needs to be solved* without publicity. 5. The appointment *should make/ should be made* for Wednesday. 6. This product *will offer/ will be offered* at a lower price. 7. Finally they *should solve/ should be solved* the problem with supply. 8. Some innovations *ought to introduce/ ought to be introduced* to reduce the cost of production. 9. The behavior of the market price *can predict/ can be predicted*. 10. The buyers *might expect/ might be expected* the prices to fall in autumn. 11. Every day managers face the problems *that need to solve*/ *need to be solved*. 12. Our managers *are to plan, organize, direct and control* / *are to be planned*, *organized, directed and controlled* the activities of the organization.

* Для висловлення **прохання (to express a request)** використовуються модальні дієслова **can, could, will, would** та фрази **would you mind, would you be so kind as (to).** Найбільш вживаним є дієслово **could.** Прохання передається у формі загального запитання, тобто прохання починається з модального дієслова. Слід пам'ятати, що ввічливість (**politeness**), з якою ми звертаємося до особи, яку просимо виконати щось, залежить від вибору модального дієслова. Модальні дієслова відрізняються за ступенем ввічливості (**degree of politeness)** наступним чином:

менш ввічлива форма 1.Can you post this letter?
| 2. Will you wait for me for a minute?
| 3. Would you check these numbers?
| 4. Would you mind repeating that?
| 5. Could you answer this letter?
більш ввічлива форма 6. Would you be so kind as to speak louder?

У відповідь на прохання ви можете :

а) погодитись (**agree to request)**, вживаючи фрази **Sure, no problem / Yes, certainly/ Yes, of course** і повторюючи модальне дієслово у відповіді, напр., **Will** you wait for me? - Yes, certainly I **will.**

б) відмовити (**refuse a request)**, вживаючи фрази **I'm sorry but that's not possible/ Actually, it's a bit inconvenient right now,** щоб пом'якшити відмову, напр., **Could you** help me with these reports? – Actually, it's a bit inconvenient right now. I'm very busy checking some urgent information.

Фраза **would you mind + -ing** форма основного дієслова означає 'is it a problem for you?' Тому, якщо ви а) погоджуєтесь виконати прохання, відповідь буде **No, of course not,** а якщо б) відмовляєтесь, вживаєте фрази **Well/ Actually/ To be honest** і вказуєте на причину відмови, напр., Would you mind asking him to come on Tuesday? – a) No, of course not. I'll be very glad to see him. b) To be honest, I'll be very busy that day. Let's make it Wednesday.

Assignment 22. ***Rank the following requests from less polite to more polite. Agree to and refuse each request, providing your reasons.***

1. Would you examine this document? 2. Could you explain to me how to do this? 3. Would you be so kind as to show me the way to the head office? 4. Will you send this memo to the financial department? 5. Would you mind looking through this information? 6. Can you conduct tomorrow's meeting for me?

Assignment 23. ***Transform the following orders into polite requests.***
1. Show me the letter addressed to our customers in Lviv. 2. Tell everybody to come tomorrow at 8.45. 3. Write down this information – it's very important. 4. Call the head of the operating department, it's urgent. 5. Ask the staff to submit their proposals concerning the training courses. 6. Let me know when the director arrives. 7. Find out who is responsible for this mistake. 8. Show me the latest information on sales.

*Для того, щоб **запропонувати допомогу (offering help)** вживаються модальні дієслова **Can I…? Shall I…?** та фраза **Would you like me +to (infinitive)…?**
Напр., **Can I/ Shall I/ Would you like me to** make a copy for you?
Якщо ми **пропонуємо щось (offering things)**, вживаємо фразу **Would you like + noun**, напр., **Would you like** some mineral water? **Would you like** tea or coffee?
Запрошення щось зробити разом (inviting people to do something with you) висловлюється фразою **Would you like + to (infinitive)…?** Напр., **Would you like to see** our new laboratory? **Would you like to come and stay** with us in London?
Погоджуючись на пропозицію чи запрошення, говоримо **Yes, please. Thank you very much/ That would be great, thank you/ That's very kind of you.**
Відхиляючи пропозицію, вживаємо фрази **No, it's all right, thanks/ That's very kind of you, but I can manage.** Відхиляючи запрошення, говоримо **I'd love to, but…/I'm sorry, but…** та пояснюємо причину відмови.

Assignment 24. ***Match the forms 1-3 with the uses a)-c).***
1. Would you like a/ some…? a) offering help
2. Would you like to…? b) offering things
3. Would you like me to …? c) inviting somebody to do something

Assignment 25. ***Translate into English. Use will/ would/ shall to illustrate the situation when people offer their help, things or invite smb. to do smth. with them:***
1. Чи не бажаєте подивитись наш новий каталог? – Дякую, але я його вже бачив. 2. Показати вам наш новий офіс? – Так, це було б чудово. 3. Підемо в кіно завтра? – Залюбки. 4. Принести вам копію контракту? – Це було б дуже люб'язно з вашого боку. 5. Чи не хотіли б ви відвідати торговельну виставку? – Дякую, з задоволенням. 6. Допомогти вам проаналізувати ці економічні показники і спрогнозувати майбутній розвиток підприємства? – Так, звичайно. Був би вам дуже вдячний за допомогу. 7. Нам донести ці рішення до працівників маркетингового відділення якомога раніше? – Так, будь ласка, зробіть це на найближчих зборах. 8. Чи не погодитесь ви спланувати,

організовувати, спрямовувати та контролювати діяльність нашої організації як її генеральний директор? – Вважатиму за честь, дякую. 9. Подзвонити нашим партнерам і наголосити на своєчасній поставці замовленої продукції? – Так, будь ласка, нагадайте їм, що у даній ситуації ми від них дуже залежим. 10. Ви би хотіли, щоб я вам пояснив організаційну структуру компанії? – Так, будь ласка.

* Вживання перфектного інфінітива **have + past participle** після модальних дієслів **could, might, should, would, ought to, needn't** характеризує **дію як таку, що не відбулась**.
Could + have + past participle та **might + have + past participle** описують **нереалізовану можливість у минулому** (**unrealized ability in the past**) – коли хтось міг щось зробити, але не зробив, або коли щось було можливим, але не відбулось. Напр., We **could have sent** them the order, but we decided not to hurry. The company **might have informed** the public about the accident at the press conference, but they didn't use this opportunity.
Should /would /ought to + have + past participle описують **події, що очікувались**, **але не відбулись** (**situations that were possible, but did not happen**). Напр., I **should/would/ought to have phoned** our customers this morning, but I forgot.
Ці ж граматичні структури вживаються для висловлення **докору або критики** (**reproach or criticism**) за те, що щось не було зроблено див. також Unit 6)
Напр.., You **could/might/should/ought to have warned** us that you were going to leave the company.
Needn't + have + past participle вживається для опису **дій, які відбулись, але були непотрібні** (**situations that happened but were not necessary**). Напр., I **needn't have come** – the conflict was settled without me.

Assignment 26. ***Rewrite each sentence using the words in brackets and the correct form of the infinitive. State which of them express 1) unrealized ability, 2) possible situations that didn't happen, 3) reproach.***
E.g. To my regret I missed the discussion of the new project. - /I /ought to/ be present/ at the discussion of the new project. - I ought to have been present at the discussion of the new project.
1. You made a lot of mistakes in your calculations. - /You/ should/ be/ more attentive in your calculations. 2. They did not explain why this information was erased. - /They/ could/ explain/ why this information was erased. 3. We did not receive their letter in due time. - /They/ might/ send/ us this letter in due time. 4. The company did not assume responsibility for water pollution. - /The company/ ought to /assume/ responsibility for water pollution. 5. The union representative did not discuss the labour contract in detail. - /The union representative/ could/ discuss/ the labour contract in detail. 6. The management did not involve the staff in the discussion of the plans for the coming year. - /The management/ should/ involve/ the staff in the discussion of the plans for the coming years. 7. The

community did not know about the reconstruction of this site. - /They /ought to/ tell/ the community/ about the reconstruction of this site. 8. Why didn't Tom apply for this job? - /Tom/ could/ get/ this job/ but he didn't even apply for it. 9. He decided not to raise this problem at the staff meeting. – He /might/ raise/ this problem at the staff meeting but he decided not to. 10. She did not behave in that situation according to the company's code of conduct. - /She/ should/ behave/ in that situation according to the company's code of conduct.

Assignment 27. ***Read each sentence. Express the idea of 'unnecessary action' in a sentence with needn't + perfect infinitive.***

E.g. They cancelled the meeting but everybody came. - They needn't have cancelled the meeting.

1. She copied these documents but this was not necessary. 2. He sent them this information but they already had it. 3. Jim argued with the boss, but he did not know that the conflict had already been settled. 4. They accused him of misconduct, but he was not the one who had done this. 5. He translated the contract into Ukrainian, but he did not know that we had already received it both in English and Ukrainian. 6. The PR department organized the press conference, but everything had already been published in the local newspapers.

Assignment 28. ***Translate into English.***

1. Не варто було нам спішити – збори відмінили. 2. Ти міг би сказати про це ще вранці. 3. Ми могли допомогти йому, але вирішили, що він мусить зробити це сам. 4. Я міг доповісти про цей конфлікт, але передумав. 5. Не слід було сперечатись, це лише ускладнило ситуацію. 6. Я не можу зрозуміти її поведінку. Вона могла скористатись моментом і попросити підвищення. 7. Їй не потрібно було збирати цю інформацію.

Assignment 29. ***Write 10 recommendations to your friend, who hasn't passed an exam in Management, as in the example****.*

E.g. You should have studied more hours a day.
You shouldn't have gone to a disco.
You should have read recommended books at the library.

Assignment 30. ***Read what a consultant says about Total Quality Management (TQM). Do you agree with these principles? In what way should the basic managerial functions be changed according to the principles of TQM? Discuss your ideas with your group mates.***

The key to quality is very simple. You should do a job right the first time. Most organizations do jobs without consistent quality. They make mistakes that they have to fix later so they incur higher costs. In a TQM organization they know it's cheaper to do the job right in the first place.

So, what does "doing it right" involve? It means you mustn't waste resources; no wasted materials, no wasted time and no wasted space. And it means you have to

discard outdated processes. It’s a constant and never-ending process and it has to involve everyone in the organization.

You have to push responsibility close to the point where employees and customers meet. It’s your operating employees that have to make the important decisions because they are closest to the customers. And that means you have to stand the traditional management hierarchy on its head.

You must give employees more decision-making powers; instead of giving them orders from above, your administration should support them and try to make their lives easier. You can’t do that in an atmosphere of conflict. You can only do it through creative teamwork.

UNIT 21

AREAS OF MANAGEMENT

Grammar: Conditional Sentences. 0 and 1st Conditionals

Assignment 1. ***Read and learn the following words and phrases.***
area – область, сфера застосування;
convenient – зручний;
line manager – менеджер основного персоналу;
staff manager – менеджер допоміжного персоналу;
general manager – директор –розпорядник;
functional manager – функціональний керівник;
distinction – відмінність;
effort – зусилля;
to influence – впливати;
technical knowledge – спеціальні знання;
to support – підтримувати, допомагати;
multiple – багаточисельний;
to oversee – контролювати, наглядати;
purchasing – (за)купівля;
warehousing –складування;
to conduct (research) – проводити (дослідження);
advertising campaign – рекламна кампанія;
distribution network – дистриб'юторська мережа;
concern – відношення, причетність;
cash management – контроль та регулювання грошових операцій;
relevant – доречний; той, що стосується справи, відповідний;
inventory – товарно-матеріальні запаси, інвентар;
plant layout – планування заводу; розміщення обладнання;
to hire – наймати; syn. to recruit;
to discharge – звільняти;
recruitment – прийом на роботу, працевлаштування;
benefit – пільга, вигода;
low-performing – низько-ефективний;
public relations (PR) – зв'язки з громадськістю;
(mass) media – засоби масової інформації;
research and development (R&D) – дослідження та розвиток;
tremendously – значно, дуже

Assignment 2. ***Read and translate the text.***

AREAS OF MANAGEMENT

It is **convenient** to classify the kinds of managers into three categories: 1) administrators and managers; 2) **line managers** and **staff managers**; 3) **general managers** and **functional managers**.

Administrators and managers. In fact, these terms are basically equivalent. The main **distinction** is that administrators are managers who work in public or nonprofit organizations, like hospital administrators, while managers are engaged in business areas.

Line managers and staff managers. Line managers have responsibility for work activities that are directly connected with the production of the organization's final product or service. Their **efforts influence** the process of transforming resource inputs into product or service outputs. The president, production manager, and production supervisor all have line responsibilities. Staff managers, by contrast, use their special **technical knowledge** to **support** the work of line personnel.

General managers and functional managers. General managers are responsible for complex organizational subunits that include **multiple** functional areas of activity, whereas functional managers have responsibility for a single area of activity such as finance, marketing, production, personnel, accounting or sales. Compare the general manager of a department store who **oversees purchasing, warehousing**, sales, personnel and accounting, and the sales manager, who is directly responsible for sales only.

Functional managers have various areas of specialization. The most common areas of management are marketing, operations, finance, and human resources.

Marketing managers are those whose primary duties are related to the marketing function – getting whatever the organization produces (automobiles, magazines, dairy products) into the hands of consumers. They **conduct** market **research**, plan **advertising campaigns**, set prices and oversee **distribution networks**.

Finance managers deal with the organization's financial resources. Their areas of **concern** include accounting, **cash management** and investments. They are responsible for maintaining and providing **relevant** information to the CEO about the organization's financial health.

Operations managers are primarily concerned with creating the organization's goods and services. Their typical responsibilities include production control, inventory control, quality control, and **plant layout**.

Human resource managers, or HRM, are responsible for **hiring,** maintaining and **discharging** employees. They are typically involved in human resource planning, employee **recruitment** and selection, training, designing compensation and **benefit** systems, and discharging **low-performing** and problem employees.

Many organizations have specialized management positions besides those already described. **Public relations (PR)** managers, for example, deal with the public and **media** for firms to protect and promote the image of the organization. **Research and development (R&D)** managers coordinate the activities of scientists and engineers who work on scientific projects in organizations. Many

areas in international management are coordinated by international managers. The number, nature and importance of these specialized managers vary **tremendously** from one organization to another.

Assignment 3. ***Answer the following questions.***
1. How is it convenient to classify the kinds of managers?
2. What is the main distinction between administrators and managers?
3. What responsibilities do line managers have?
4. In what way do staff managers support line managers?
5. What is the distinction between general and functional managers?
6. How are functional managers specialized?
7. What are the main areas of concern for marketing managers?/ finance managers?/ operations managers?/ human resource managers?/ PR managers?/ R&D managers?

Assignment 4. ***Practice the pronunciation of the following words. Read the sentence aloud.***
[ɛə] area, vary, various, warehouse, whereas
Managers' responsibilities vary according to various areas of specialization.

Assignment 5. ***Translate into English.***
Фактично, громадські та неприбуткові організації, складний організаційний підрозділ, різноманітні сфери спеціалізації, молочні продукти, встановлювати ціни, працевлаштування та відбір працівників, спеціалізовані управлінські посади.

Assignment 6. ***Translate into Ukrainian.***
The main distinction, work activities, by contrast, single area of activity, primary duties, market research, organization's financial health, compensation and benefit systems, to discharge low-performing and problem employees.

Assignment 7. ***Match and learn the synonyms. Use any 3 words in the sentences of your own.***
A: hire, purchase, oversee, conduct, discharge;
B: carry out, fire, recruit, buy, control.

Assignment 8. ***Match and learn the opposites. Use any 3 words in the sentences of your own.***
A: profit, purchasing, hire, multiple, low-performing, recruit;
B: discharge, single, high-performing, non-profit, fire, sales.

Assignment 9. ***Write the following abbreviations in full.***
CEO, HRM, PR, R&D.

Assignment 10. ***Correct the following statements. If you find the sentence only partially wrong, begin with:***
You are not quite right; True, but…; It is true in a way, but… *If you find the sentence* ***completely wrong****, begin with:* **I'm afraid, that's wrong; I think you are mistaken; On the contrary; That's not quite so.**
1. Staff managers are responsible for the production of the organization's product or service. 2. As the terms "administrator" and 'manager" are basically equivalent, there is no distinction between them. 3. Functional managers oversee multiple areas of an organization's activity. 4. It is the marketing function that operations managers are responsible for. 5. R&D managers coordinate the work on scientific projects to promote and protect the image of the company in the eyes of the public. 6. Finance managers design compensation and benefit systems for the company's employees.

Assignment 11. ***Give the sentences in which the following phrases are used in the text.***
Business area; multiple functional areas of activity; single area of activity; common areas of management; area of concern; area of specialization; areas in international management.

Assignment 12. ***Match each term with the correct definition.***
a) human resources; b) human resource planning; c) human resource management
1. Deciding how to use company's human resources most effectively.
2. The people employed in an organization, also known as personnel.
3. Deciding how many and what type of workers are needed in the organization, and at what salary.

Assignment 13. ***Which of the following does the HR department deal with?***

1 career development	**2** wage negotiating	**3** discipline
4 recruitment	**5** payments to suppliers	**6** quality control
7 plant layout	**8** organization's image promotion	**9** training

Assignment 14. ***Learn the following words concerning "losing your job".***
If you do something wrong, you are: dismissed, fired, sacked, terminated.
If you have done nothing wrong, you are: laid off, made redundant, offered early retirement.

Now match the verbs (actions) in the box with one of the Employment Roads (1-6). Write a sentence with the words you have chosen.
Road 1 – Finding new employees: take on staff, …
Road 2 – Moving to different job.
Road 3 – Leaving at the age of 60.
Road 4 – Having no job. Getting money from the state.
Road 5 – Recession.
Road 6 – Bad conduct. Low performance.

retire	dismiss staff	hand in your notice
resign	be unemployed	offer early retirement
sack staff	fire staff	lay off staff
receive a pension	recruit staff	terminate staff
take on staff	make staff redundant	

Assignment 15. ***Translate into English.***

Міс Форд уже 15 років працює у відділі кадрів великої комерційної фірми. У неї широке коло обов'язків. Міс Форд відповідає за працевлаштування та звільнення з роботи працівників. В період економічного спаду декілька років тому, коли кількість замовлень різко знизилась, багатьох робітників було звільнено або було запропоновано раніше вийти на пенсію. Тепер справи ідуть краще і організація почала набирати більше персоналу. У міс Форд побільшало роботи, але вона справляється з нею успішно. Директор з кадрових питань планує призначити міс Форд керівником підрозділу, адже вона – високоефективний спеціаліст у своїй сфері.

Grammar: Conditional Sentences / Умовні речення

***Складнопідрядне речення умови (Conditional sentence)** складається з двох частин: **підрядне речення (subordinate clause)** виражає **умову (condition), головне речення (principle clause)** виражає **результат (result).** Іноді підрядні речення умови називають **If-clauses** через те, що вони починаються зі сполучника **if** – якщо. Коли підрядне речення стоїть перед головним, воно відокремлюється комою. Коли першим іде головне речення, кома не вживається. **Складнопідрядні речення умови** в залежності від відношення умови до реальності **поділяються на наступні типи: речення „реальної" умови (Zero Conditional), речення „ймовірної" умови (First Conditional), речення „малоймовірної" умови (Second Conditional), речення „нереальної" умови (Third Conditional).**

***Речення „реальної" умови - Zero Conditional**

Коли ми говоримо про **загальновідомі факти** або **реальні умови (true facts)**,в обох частинах речення вживаються **теперішні часи – Present tenses**.

If-clause (condition) **If/when + present tenses**	**Principal clause (result)** **Present Simple**
If sales **increase** (present simple), Якщо продаж зростає	we **make** more profit. ми отримуємо більше прибутку.
If interest rates **are rising** (present continuous), Якщо відсоткова ставка зростає,	bank loans **become** more expensive. банківські позики стають дорожчими.
When you **have finished** the programme (present perfect), Коли ви завершуєте програму,	you **get** a certificate. ви отримуєте посвідчення.

Ми можемо вживати сполучники або **if**, або **when,** якщо вони передають значення **«щоразу, коли» - every time:**
e.g. If/when/every time the price of a product falls, demand for it usually rises. – Щоразу, коли ціна на товар падає, попит на нього зазвичай зростає.

Assignment 16. ***Complete the first part of the sentence in column A with the right endings in column B.***

A	**B**
1. Governments expect something in return	a. when I go on a long-haul flight.
2. Every time Peter chairs a meeting	b. it normally arrives in seconds.
3. People are usually more productive	c. I usually look after them.
4. If you send someone an email,	d. if they give aid.
5. If inflation rises,	e. whenever we launch a new model.
6. When you have a high staff turnover,	f. it always goes on for a long time.
7. If employees from our Hamburg office visit,	g. if they work in good atmosphere.
8. We spend a great deal on promotion	h. the value of people's savings decreases.
9. I always fly Club Class	i. something is wrong with the management.

***Речення „ймовірної" умови – First Conditional**
Коли ми говоримо про **ймовірний результат в майбутньому (likely future),** в обох частинах речення застосовуються наступні часи:

If-clause (condition) **If + present tenses**	**Principal clause (result)** **Future Simple**
If you **give** me an extra holiday, Якщо ви дасте мені додаткову відпустку,	I **shall work** this weekend. я працюватиму в ці вихідні.
If you **are meeting** them at three, Якщо ви зустрічатиметесь з ними о третій,	he **will join** you later at four. він приєднається до вас пізніше о четвертій.
If you **have placed** the order, Якщо ви розмістите замовлення,	the goods **will arrive** in ten days. товари прибудуть за 10 днів.

Варіації.
Замість **Future Simple** ми можемо вживати в головному реченні **наказовий спосіб** (**Imperative Mood)** чи модальні дієслова **can, may:**
e.g. If you **hear** from Susan today, **tell** her to ring me. (**tell – imperative mood)**
If we **sign** the contract today, we **can start** production at the end of the next month. (**can - modal verb**)

Assignment 17. ***Fill in the blanks with "if" or "when"***.
1. I don't think you'll have any problems, but call me … you do.
2. Mrs Barton is coming this afternoon. Could you send her up … she arrives?
3. We won't be able to compete … we don't adopt a better Internet strategy.

4. Put that on my bill please, and I'll pay … I check out.
5. I'll be disappointed … I'm not promoted this year.
6. Sales are low this spring, but they will improve … summer starts.

Assignment 18. ***Look at the notes about each situation. Then write 'first' conditionals as in the example.***

1. a) motorway may be very busy - we/ miss the flight
   If the motorway is very busy, we'll miss the flight.
   b) traffic may be OK - we/ get to the airport on time
2. a) weather may be good - they/ have the party in the garden
   b) it may rain - they/ hold the reception in the marquee
3. a) the play may do well - it/open on Broadway
   b) the play may do badly - it/close after a week

Assignment 19. ***Complete the sentences.***

1. If I have time this week, …
2. If I go on holiday this year, …
3. If I can afford it, …
4. If I carry on learning English, …
5. If I stay in my present job, …
6. If I feel tired this evening, …
7. If I finish work early, …
8. If I move to another house at some stage in future, …

*** If …not** vs**. unless/ except if**

Unless/ except if означають **if… not** – **якщо... не**. Пам'ятайте, що речення з **unless/ except if** містять **присудок в стверджувальній формі**, хоча мають **заперечне значення**. **Порівняйте:**

If he **does not arrive** soon, he will miss the presentation.
Unless he **arrives** soon, he will miss the presentation.
Except if he **arrives** soon, he will miss the presentation.

Assignment 20. ***Rewrite the following sentences using "unless"/ "except if"/ "instead of"/ "if…not".***

1. This information will be of no value if it does not arrive in due time. 2. The control system will be inefficient if it does not fit into the overall organizational system. 3. The head manager will deal with resistance to control if he does not encourage participation. 4. We shall suffer considerable losses if we do not start controlling our financial resources. 5. The controller's job will be ineffective if he does not help line managers with their control activity.

*** Provided that, as long as, etc.**

Ми використовуємо словосполучення *provided that/providing, as long as* та *so long as*, які мають значення «якщо і тільки за умови якщо», коли необхідно підкреслити умову.

I will sign this contract **provided that** you guarantee me a commission rate of 15%. (I will not sign it if you do not give me this guarantee).

The strike will be successful **as long as** we all stay together. (It will only succeed if we all stay together.)

Providing та *so long as* означають то саме, що й *provided that* та *as long as*, але вони не такі формальні.

Assignment 21. ***Study the difference between "provided that", "as long as". Underline the best option from the words in italics, explain your choice.***

1. We'll sign the contract today *provided that/ unless* there aren't any last-minute problems. 2. The banks will support us *unless/ as long as* the company is profitable. 3. I won't call you *unless/ providing* I have a problem I can't deal with. 4. *So long as/ unless* we continue to order in bulk, they will go on giving us free delivery. 5. *Unless/ Provided that* we solve the problem now, the situation is going to get worse. 6. We will be able to start this project in two months *as long as/ unless* the board think it is a good idea.

Assignment 22. ***Match the first part of each sentence with the right endings in column B.***

A	**B**
1. There's going to be a train strike	a. unless we give her the salary she wants.
2. The union won't go on strike	b. we will not have a loss this year.
3. She will accept the job	c. we will have a loss this year.
4. She won't accept the job	d. they will not take legal action.
5. Unless sales improve dramatically	e. unless we agree to their demands.
6. If sales improve dramatically	f. if we agree to their demands.
7. Unless we pay them immediately	g. they will take legal action.
8. If we pay them immediately	h. if we give her the salary she wants.

***** Після слів **if, in case, so that** вживаються **теперішні часи.**

If **– „якщо"** вводить речення умови.

In case – „на той випадок, якщо” (щось може трапитись у майбутньому).
So that – „для того, щоб” (про мету дії).

Assignment 23. ***Finish each sentence in three ways, using “if”, “in case”, and “so that”.***

1. I am going to leave early …
a … if my boss lets me. b … in case the traffic is bad. c … so that I get to the airport on time.
2. I’ll take some local currency with me …
a … if …… b … in case …… c … so that ……
3. I’ll take my address book with me …
a … if …… b … in case …… c … so that ……
4. They haven’t paid the invoice yet. I’ll send them a reminder …
a … if …… b … in case …… c … so that ……
5. You’d better take your driving licence with you …
a … if …… b … in case …… c … so that ……

UNIT 22

MANAGEMENT OF PUBLIC CATERING

Grammar: Conditional Sentences. Second and Third Conditional

Assignment 1. ***Read and learn the following words and word combinations.***

responsibility – відповідальність, обов'язок;
- ***to accept/assume (a) responsibility*** – брати відповідальність;
- ***to bear (bore; borne) (the) responsibility*** – нести відповідальність;

set – набір;
qualification – якість;
outside – зовнішній; ant. **inside**;
to hire – наймати;
rota – розклад чергувань;
budget – бюджет;
- ***to draw up a budget*** – складати бюджет;
- ***to submit a budget*** – запропонувати до розгляду фінансовий кошторис;
- ***an item in/on a budget*** – стаття бюджета;

supplies – запаси;
- ***to be in short supply*** – бути в дефіциті;
- ***to replenish supplies*** – поповнювати запаси;
- ***to store supplies*** – зберігати запаси.

maintenance – експлуатація;
to deal with (dealt, dealt) – мати справу з;
- ***deal with a difficulty*** – вирішувати проблему;
- ***deal with a problem*** – розглядати проблему.

environment – оточення;
to be aware of – знати, усвідомлювати; syn. **to be conscious/cognizant**;
experience – досвід;
- ***to know by experience/from experience*** – знати з досвіду;
- ***broad/wide experience*** – великий досвід;
- ***hands-on experience*** – життєвий досвід.

career – кар'є́ра, професія;
- ***to launch a career*** – розпочати кар'єру;
- ***successful career*** – успішна кар'єра;

a chain of hotels – мережа готелів;
chef – шеф-кухар;
recruit – новачок; syn: **newcomer**;
hygiene – гігієна;
employment law – трудове право;
a wide range of – широке коло;
to maintain– підтримувати; syn: **keep up, preserve**;
profitability – прибутковість;

payroll – плата, що виплачується за певний період; syn: ***wages*** (оплата за одиницю виконаної роботи), ***salary*** (оклад, платня службовця)
order – замовлення;
outgoing – чу́йний; syn: **responsive**;

Assignment 2. ***Read and translate the text.***

MANAGEMENT OF PUBLIC CATERING

There are many different managerial positions in a catering establishment. They include catering or restaurant manager, kitchen supervisor or manager, bar manager, and others. Each of these employees has his own responsibilities and a set of needed qualifications.

Restaurant managers work in hotels, restaurants or fast-food cafes. Catering managers work for outside catering firms, business or factory, hospital or school canteens.

The job can include:

- ☐ hiring and training staff
- ☐ organising staff rotas
- ☐ overseeing the budget and ordering supplies for the week's menus
- ☐ maintenance and security
- ☐ publicity and promotions
- ☐ welcoming customers and perhaps serving food and drinks
- ☐ dealing with any problems.

The most important part of the job is keeping a constant eye on the standard of the ingredients, the meals, the restaurant environment and the service.

Restaurant managers have to be prepared to work long days and unsociable hours. The job usually involves working in the evenings – often staying until after the restaurant is closed – and at weekends and public holidays.

Catering and restaurant managers need to be:

- ☐ aware of what customers want;
- ☐ excellent organisers;
- ☐ good motivators and leaders.

There is no age limit for becoming a restaurant or catering manager, but some employers do look for specific people – perhaps with experience or at an early stage in their careers. Catering and restaurant managers are normally trained on the job so that they get experience in lots of different areas of the business.

Kitchen supervisors/managers are responsible for a team of cooks or chefs and kitchen assistants or kitchen porters. Each day they decide what tasks are to be done and delegate these to members of the team. Other responsibilities may include:

- □ planning menus;
- □ ordering food;
- □ budget control;

□ recruiting, training, disciplining and dismissing staff;
□ keeping records;
□ applying food hygiene and employment laws.

In hotels and restaurants, they may be called section chefs, second chefs and head chefs. Kitchen supervisors/managers should be:

□ interested in food and cookery;
□ able to delegate;
□ well organised.

Kitchen supervisors/managers work in hotels, restaurants and in the catering departments of a wide range of organisations, such as schools, factories and hospitals.

Bar managers manage licensed premises. Their work may include:

• maintaining profitability and setting sales targets;
• recruiting and training staff;
• accounting and payroll duties;
• placing orders with suppliers;
• building and maintaining relationships with suppliers and customers.

A bar person/manager should:

• have good communication skills;
• be friendly and outgoing;
• be honest and trustworthy;
• be tactful and diplomatic;
• be able to work in a team.

Most employers look for people with outgoing, pleasant personalities and the right attitude rather than qualifications. The work is suitable for adults of all ages.

Assignment 3. ***Answer the following questions:***

1. What are the main managerial positions in catering establishments?
2. What are the general functions of managers in catering establishments?
3. Who is responsible for hiring staff in restaurants?
4. Where can one acquire managerial education?
5. What are the common characteristics for managers in catering establishments?
6. What qualities must restaurant managers/kitchen managers/bar managers possess?
7. Is it possible to get promotion for a restaurant manager?
8. What are the functions of restaurant managers?
9. Can you enumerate some functions of kitchen managers?
10. Why is it important for a manager to be a friendly and outgoing personality?

Assignment 4. ***Translate into Ukrainian.***

managerial position, fast-food café, canteen, rota, budget, maintenance, publicity, promotion, to keep an eye on, restaurant environment, customer, to recruit, to dismiss, a wide range of, licensed, profitability, accounting, communication skills, trustworthy, honest, to work in a team

Assignment 5. ***Translate into English.***
обов'язки, персонал, слідкувати за бюджетом, безпека, атмосфера ресторану, державні вихідні, лідер, набути досвід, звільняти, приймати на роботу, дисциплінувати, гігієна, трудове право, приміщення, чесний, заробітна плата, бути придатним

Assignment 6. ***Replace the underlined words and word-combinations using the synonyms from the text.***
1. The director hired a new employee two weeks ago.
2. His duties include solving difficulties and controlling the work of personnel.
3. Carol's most outstanding characteristic was tact.
4. A set of hotels must be supervised with uniform policy.
5. Chef's salary may vary depending on his previous work and skills.

Assignment 7. ***Find words in the text to match the following definitions and learn them.***
1) _____ is a plan specifying how money will be spent or allocated during a particular period;
2) _____ is the total sum of money to be paid to an employee at a given time;
3) _____ is a number of stores, hotels, restaurants, or other businesses that are owned by the same company and offer similar goods or services but are found in different locations;
4) _____ are people who are employed by a company or individual;
5) _____ is a set of rules that describe duties and rights of employers and employees.

Assignment 8. ***Complete the sentences using the words from the text.***
1. … … are responsible for a team of cooks: decide what work is to be done and … it to the members of the … . 2. The most important tasks are to keep … … the standard of … , to preserve the restaurant … and … the best possible. 3. … … must manage licensed … . They also build and … relationships with … and … . 4. Restaurant managers work in … , … , … , and … . Their duties include … and … staff, organizing staff … , … with problems. 5. He got … while working in a fast food … McDonald's.

Assignment 9. ***Translate into English.***
1. Менеджер взяв на себе відповідальність перед працівниками складати розклад чергувань працівників.
2. Він розпочав свою кар'єру як бармен, але завдяки досвіду та вмінням став менеджером бару.
3. Життєвий досвід та такт допомогли їй вирішити проблему з клієнтами.
4. Покращення оточення нашого закладу повинно бути важливою статтею бюджету.
5. Підтримувати зацікавленість працівників можливо з допомогою високої платні.

Assignment 10. ***Say whether these statements are true or false.***
1. All managers of catering establishments are responsible for hiring and firing staff, maintaining order and standards of food and premises.
2. Kitchen managers must prepare financial statements and budgets.
3. Personal qualifications are less important than experience.
4. Only people of certain age are able to be managers.
5. Managers' working hours are not fixed: they can work late in the evening, on weekends, etc.

Assignment 11. ***Make up a plan to the text.***

Assignment 12. ***a) Read and dramatize a dialogue:***
Client: Good evening, sir. Can you help me?
Manager: Yes, sir. What is wrong?
Client: I was quite dissatisfied with the services your personnel provided. I am very sorry but I must tell you that your waiters do not correspond to your establishment.
Manager: What has happened, sir? May I ask you who served you. Please, give me your bill. Thank you.
Client: It was Mr. Gorech. First of all, I made an order and had to wait for 35 minutes till it was brought.
Manager: I am terribly sorry but as I see from your bill you ordered a dish that requires much time to be cooked. It is a luxurious restaurant, and we cannot serve cooked-beforehand dishes.
Client: Oh, I see. But your waiter didn't explain it to me.
Manager: I am sorry. I'll take it into consideration and rebuke the waiter.
Client: The second question is why the sum in the bill is higher than the price of my meal.
Manager: That is because we add tips to the bill. It is usual practice in expensive restaurants.
Client: Oh, I don't know. Excuse me for troubling you.
Manager: That is alright. I hope you have no more complaints and will visit us again.
b) Make up dialogues based on one of the situations:
1) The co-owners of a hotel argue about catering managers, their number and responsibilities.
2) Dramatize a conversation between a kitchen manager and a bar manager about pros and cons of their jobs.

Grammar: Conditional Sentences. Second Conditional
Умовні речення. Другий тип умовних речень

Для позначення малоймовірних ситуацій у теперішньому або майбутньому часі **(imaginary future)** використовуються речення «малоймовірної» умови – **Second Conditional**. Сполучник **if** перекладається сполучником **«якби»**. У головному реченні присудок перекладається умовним способом (частка **б/би)**.

If-clause (condition)	Principal clause (result)
If + Past Simple / Past Continuous	**Would + Indefinite infinitive**
If I **lost** my job tomorrow, Якби я втратив роботу завтра,	I **would move** to London to find another one. я переїхав би до Лондона, щоб знайти іншу.

***** У реченнях з **Second Conditional** дієслово **be** вживається лише у формі **were:**
e.g. If Ann **were** here, she would help us.

***** Можливе використання модальних дієслів **might** або **could** замість **would:**
e.g. If we had the financing, we **could expand** much more rapidly.
If the terms of the contract **were** different, we **might accept** it.

Assignment 13. ***Make up 5 sentences from the table and translate them.***

	I	were you	I		spend less money in useless ways
	he/she	signed the document	he/she		be in great demand
If	We	were a manager	we	should/would	buy a new car
	You	advertised the goods	you		make a profit
	They	made regular payments	they		make a decision

Assignment 14. ***Complete the following sentences.***
1. If I were you, ... 2. If your goods were up to the sample, ... 3. If you guaranteed regular supplies, ... 4. If our partners promised delivery within two weeks, ... 5. If your prices were competitive, ... 6. If we had in stock the items you need, ... 7. If I were asked to work overtime, … . 8. If I found a job abroad, … . 9. If a teacher saw someone cheating during an exam, … . 10. If your company bought a new equipment, … .

Assignment 15. ***Answer these questions with a conditional sentence "What would you do if ...***"
1. ... you won lots of money? 2. ... you were a famous film star? 3. ... you were to change your job? 4. ... you wanted to buy someone a really good present? 5. ... you applied for a manager's job? 6. … you were fired? 7. … you were a president of a big company?

Assignment 16. ***Put the verbs in brackets into the correct form. (All the sentences refer to the present or future).***

1. If we reached an agreement, we (sign) the contract. 2. If market prices (rise), we would talk about a bull market. 3. If you (can) send us this information, we would be very grateful. 4. Our products (not sell) if we didn't have a strong sales department. 5. If she had more money, she (spend) her summers in Italy. 6. If you (provide) a better service, you would get more customers. 7. We would save money if we (employ) our own people. 8. If I (win) a lot of money, I would feel very happy. 9. If nothing better (turn up), he would apply for this job. 10. If I were you, I (be) more careful.

Assignment 17. ***Translate into English.***

1. На вашому місці, я б замовив їх продукцію. 2. Якби ви платили за товари готівкою, вам би надавали знижки. 3. Ми б швидше доставляли товари, якби вчасно отримували замовлення. 4. Якби ми знайшли досвідченого маркетолога, ми би зробили ринкове дослідження. 5. Якби компанія отримувала прибутки, вона би купила нове обладнання. 6. Ваші товари швидше би продавалися, якби ви їх краще просували. 7. Я би був задоволеним, якби знайшов високооплачувану роботу.

*** Wish** може використовуватися в **Second Conditional**, коли ви про щось шкодуєте. У цьому випадку w**ish** вживається в головному реченні і перекладається як **шкода**, **на жаль**. Якщо присудок підрядного речення стоїть у стверджувальній формі (**Past Simple/Past Continuous**), він перекладається заперечною формою і навпаки.

e.g. I **wish** I **knew** her telephone number. – Шкода, що я не знаю її номера телефону. I **wish** the car **weren't** so expensive. – Шкода, що машина така дорога.

Assignment 18. ***Paraphrase the following sentences using "I wish". Translate the sentences.***

Model: It's a pity I am not a waiter. – I wish I were a waiter.

1. It's a pity we don't sell our products. 2. It's a pity they don't deliver the goods in time. 3. Unfortunately the project isn't profitable. 4. I'm sorry I don't know the firm's address. 5. It's a pity the prices are too high. 6. Unfortunately we have no access to their market. 7. What a pity their terms aren't favourable. 8. Unfortunately this way leads to bankruptcy.

Assignment 19. ***Translate into English using 'I wish'.***

1. Шкода, що ви не демонструєте ваші товари на виставці. 2. Шкода, що ви не співпрацюєте з цією компанією. 3. На жаль, ваші товари не користуються попитом. 4. Шкода, що вони не рекламують свою продукцію. 5. На жаль, наші партнери запізнюються. 6. Шкода, що ти віриш у цей проект. 7. На жаль, у фінансовому звіті багато помилок.

Grammar: Conditional Sentences. Third Conditional

Умовні речення. Третій тип умовних речень

Для позначення нереальної дії в минулому (щось бажане не сталось або навпаки, сталось щось небажане – **imaginary past**) використовуються речення «нереальної умови» – **Third Conditionals**. Сполучник **if** перекладається сполучником **«якби»**. Присудок головного речення перекладається умовним способом (частка **б/би**).

If-clause (**condition**)	**Principal clause (result)**
If + Past Perfect	**Would + Perfect Infinitive**
If we **had offered** a lower price, Якби ми запропонували нижчу ціну,	we **would have got** the contract. ми отримали б контракт (але цього не сталось).
If we **hadn't offered** a lower price, Якби ми не запропонували нижчу ціну,	we **would have lost** the contract. ми втратили б контракт (але цього не сталось).

***** Замість would можуть вживатись модальні дієслова **could** або **might**:

e.g. If he **had coped** with the task, he **might have been** promoted. – Якби він упорався з завданням, його, можливо, підвищили б. (Цього не сталось).

If she **had come** earlier, she **could have met** our new partner. – Якби вона прийшла раніше, вона могла б зустріти нашого нового партнера. (Цього не сталось).

Assignment 20. ***Make up 5 sentences from the table and translate them.***

	I		given us a discount	I		opened a new shop
	he/she		delivered the goods	he/she		registered it
If	we	had	ordered the products	we	should/would/ have	received them
	you		found an applicant	you		bought them
	they		set up a company	they		sent them

Assignment 21. ***Choose the most suitable tense. Translate the sentences.***

1. Why didn't you phone me? If you *phoned/had phoned* me, I *would have reserved/had reserved* a room for you. 2. If *he lent/had lent* me the money, I *would pay/would have paid* him back last week. 3. Why didn't you say that you were short

of money? If I *knew/had known* it, I *would lend/would have lent* you some. 4. If I *weren't/hadn't been* promoted then, I *would leave/would have left* the company. 5. If I *hadn't saved/didn't save* enough money, I *wouldn't buy/wouldn't have bought* this house. 6. If he *didn't gamble/hadn't gambled* so much, he *wouldn't lose/wouldn't have lost* all his money. 7. If I *knew/had known* yesterday that you were coming, I *would meet/would have met* you at the airport. 8. He never *would buy/would have bought* shares of that company if you *didn't recommend/hadn't recommended* him to do it.

Assignment 22. ***Put the verbs in brackets into the correct form: past perfect or would + perfect infinitive.***

1. If we (know) that the company had such huge debts, we wouldn't have invested in it. 2. We would have won that contract if we (make) a better offer. 3. They (go) out of business years ago if they hadn't invested in new technology. 4. Would sales have been higher if the price (be) lower? 5. If we (wait) a few more months, we'd have saved a great deal of money. 6. If I had sold my shares then, I (make) a lot of money. 7. If you hadn't taken so many risks, you (lose) so much. 8. If the company hadn't raised its funds, it (go) bankrupt. 9. If I (not make) profit on my shares, I would have never bought this house. 10. If we hadn't issued bonds, we (not raise) finance.

Assignment 23. ***Answer the following questions using Third Conditionals.***

1. Suppose you wanted to know last year's prices on cars in Europe. What sites would you have visited? 2. Suppose you set up a joint venture last month. What documents would you have signed? 3. Suppose your company produced new goods two years ago. How would you have promoted them? 4. Suppose your goods were in great demand last year. Would you have changed the prices for your customers? 5. Suppose there was no demand for your goods in the market last month. What would you have done?

Assignment 24. ***Complete the following sentences.***

1. If they had received your inquiry, ... 2. If the manager had signed the document, ... 3. If your company had bought new equipment, ... 4. If I had met your representatives, ... 5. If a new investment plan had been completed, … . 6. If you had set up a joint venture, … . 7. They would have met the customers' requirements if … . 8. He would have bought the goods if ... . 9. They would have sent us some additional information about products if … . 10. If he had consulted the stockbroker in time, … .

Assignment 25. ***Transform the following First Conditionals into 1) Second Conditionals; 2) Third Conditionals as in the model. Translate the sentences.***

Model: If I meet him, I shall tell him the news. (First Conditional)
If I met him, I would tell him the news. (Second Conditional)
If I had met him, I would have told him the news. (Third Conditional)

1. If he misses the train, he will be late for his interview. 2. If all departments send us their budgets, we shall distribute our finances properly. 3. If we hire experienced accountants, they will perform an internal audit. 4. If she prepares the balance sheet, the auditor will examine it. 5. If we do not install this computer program, our control system will be unreliable.

Assignment 26. ***Translate into English.***

1. На вашому місці я би не хвилювався; вона підготує балансовий звіт вчасно. 2. Якби ви працювали сумлінніше, ви б давно завершили роботу над цим проектом. 3. Якби я знав про цей контракт раніше, я б переклав його ще на минулому тижні. 4. Якби я продав свої акції рік тому, я б заробив багато грошей. 5. Якщо б я знав про вашу пропозицію раніше, я б не погодився на іншу роботу. 6. Якби смаки споживачів не змінювались, торгівля б не розвивалася. 7. На вашому місці, я б негайно купив акції цієї компанії. 8. Якби ви проглянули старі фінансові звіти, ви б знайшли цікавий матеріал для вашої доповіді.

UNIT 23

COOKERY

Grammar: Infinitive: Forms and Functions

Assignment 1. ***Read and learn the following words and phrases.***
cookery – кулінарія, приготування їжі;
consumption – споживання;
essential – істóтний;
arts and crafts – ремесло;
Neolithic period – неолітичний період (найдавніший період кам'яного віку);
humans – люди; syn: **people**;
raw – сирий; недоварений; недопечений; недосмажений;
insect – комаха;
game – дичина́;
pottery – череп'я́ний посуд;
embers – *pl.* гарячий попіл; жаринки;
to roast – смажити на відкритому вогні;
to steam – варити на парі;
steaming table – марміт (підігріваюча шафа у їдальнях та ресторанах);
to braise – тушкувати;
to boil – варити;
to stew – тушкувати;
to fry – смажити;
to bake – пекти;
husk – лушпи́на, шкірка; обгортка;
domestication of animals – приручення тварин;
cultivation – розведення, культивування (рослин);
primary techniques – основні технології;
secondary techniques – другорядні, допоміжні технології;
chores – домашні обов'язки;
utensils – кухонний посуд, прилади;
constituent – складова частина;
fats – жири;
protein – *хім.* протеї́н, білок;
carbohydrate – вуглевод;
to thicken – згуща́ти;
flavour – аромат; за́пах; приємний смак; при́смак;
digestibility – легкотравність;
to cause – спричиняти, викликати;
acceptable – приємний, бажаний;
nutrient – поживна речовина;
haute cuisine – вишукана кухня;
refined art – витончене мистецтво.

Assignment 2. ***Read and translate the text.***

COOKERY

Cookery is preparation of food for **consumption**. It is the oldest and most **essential** of all **arts and crafts**. Cookery appeared in time of fire making during the **Neolithic period**. Until they learned to make and control fire, humans ate their food **raw**, mostly wild fruits, nuts, **insects**, fish, and **game**. Before the development of **pottery** some 7,000 to 12,000 years ago, food was cooked by **roasting** it over open fire, or by wrapping it in leaves or **husk** and **steaming** it over **embers**. The development of pottery made possible such cooking methods as **boiling**, **stewing**, **braising**, **frying**, and **baking**. These techniques, in combination with the **domestication** of animals for their meat and milk and the **cultivation** of plants, opened way to modern cookery.

Cookery includes a variety of **primary techniques** (application of dry heat, contact with heated liquids or fats, smoking, etc.) **Secondary** cookery **techniques** range from the simplest kitchen **chores** to the decoration of ceremonies. But one should know not only cooking methods and **kitchen utensils** to master this art: physical and chemical properties of food are also of great importance. The **constituents** of any food are **protein**, **fat**, **carbohydrates**, minerals and vitamins. Each of them plays an important role in cooking: protein thickens and binds together other food materials, fats give **flavour** and richness to food, minerals and vitamins are necessary for people and must be preserved. Heat **causes** physical and chemical changes in food. It makes the flavour and **digestibility** of the raw product more **acceptable** and usually results in the loss of **nutrients**.

Cookery must be divided into two classes – home cooking and **haute cuisine**. The distinction is based on the differences between practical cooking skills and **refined art**.

Assignment 3. ***Answer the following questions.***

1. What is cookery?
2. What can you say about origin of cookery?
3. How did people cook before pottery was invented?
4. What major techniques of cookery do you know?
5. What opened way to modern cookery?
6. Why are protein and fats important for cookery?
7. What are primary techniques?
8. What techniques are called secondary?
9. What are the main physical and chemical changes caused by heat?
10. What is the difference between home cookery and haute cuisine?

Assignment 4. ***Translate into Ukrainian.***

cookery, consumption, arts and crafts, Neolithic period, insects, game, roasting, to wrap, embers, pottery, boiling, stewing, braising, frying, baking, domestication of animals, cultivation of plants, primary techniques, utensils, to master

Assignment 5. ***Translate into English.***
приємний, складова, білки, жири, вуглеводи, вітаміни, травлення, приємний смак, вишукана кухня, фізичні та хімічні зміни, поживні речовини, домашні обов'язки, спричиняти, дуже важливо

Assignment 6. ***Fill in the blanks with appropriate words.***
1. … is preparation of food for consumption.
2. Until they learned to make and control fire, … ate their food raw
3. These techniques, in combination with … opened way to modern cookery.
4. Cookery includes a variety of … techniques.
5. The … of any food are protein, fat, carbohydrates, minerals and vitamins.
6. Protein … together other food materials.
7. Fats give … to food.
8. Heat … physical and chemical changes in food.
9. It makes the flavour and … of the raw product more acceptable.
10. … comes from Latin "vita" which means "life".

Assignment 7. ***Learn the following definitions and make up sentences with them.***
1. **Roasting** is the process of cooking (meat, etc.) over an open fire or in an oven.
2. **Frying** is the process of cooking in hot fat or oil.
3. **Boiling** is the process of cooking meat, fish, vegetables, fruit in water, and, consequently, suits a variety of purposes.
4. **Stewing** is a process of cooking meat which should be started in cold water, then the water must be slowly brought up to the boil but it should never boil fast.
5. **Braising** is a process of browning (meat) and then simmering slowly (Syn. stewing). Braising is stewing in a more elaborate style of cooking.
6. **Smoking** is the process of curing meat, fish, etc. by smoking, i.e. the vaporous matter arising from burning wood.

Assignment 8. ***a) Translate into English.***
Do you know that the word "vitamin" comes from Latin "vita" and means "life"? Vitamin is one of certain complex substances found variously in foods and essential to good health. Some of the important vitamins are:

- **vitamin A**, a fat-soluble alcohol found in fish-liver oil, egg yolk, carrots, etc.: a deficiency of this vitamin results in imperfect vision in the dark;
- **vitamin B** (complex), a group of unrelated water-soluble substances including: a) vitamin B1, thiamin; b) vitamin B2, riboflavin; c) nicotinic acid, a white odorless substance found in meat, eggs, etc.;
- **vitamin C**, a compound occurring in citrus fruits, tomatoes, etc. : a deficiency of this produces scurvy ([ˈskəːvɪ] цингá);
- **vitamin D**, any of several related vitamins occurring in fish-liver oil, milk, egg yolk, etc.: deficiency of this produces rickets ([ˈrɪkɪts] (*вжив. як sing і як pl.*) рахі́т);
- **vitamin K**, a substance occurring in alfalfa leaves ([ælˈfælfə] люце́рна), fish, meat, etc. that clots (згортати) blood.

b) choose the correct answer.

1. The word “vitamin” comes from:
   a) Latin b) Greek c) Ukrainian
2. Vitamin is certain complex of:
   a) substances b) medicines c) drugs
3. Vitamin A is found in:
   a) carrots b) nicotinic acid c) tomatoes
4. Deficiency of vitamin C produces:
   a) perfect vision b) scurvy c) rickets
5. One can find vitamin D in:
   a) riboflavin b) many substances c) fish-liver oil
6. All vitamins are essential for:
   a) good figure b) good health c) good life

Assignment 9. ***Learn the tongue-twister.***

Betty Botta bought some butter.
"But," she said, "this butter's bitter.
But a bit of better butter -
Will make my batter better.”
So she bought a bit of butter
better than the bitter butter.
And it made her batter better.
So it was better Betty Botter
Bought a bit of better butter.

Assignment 10. ***Read the quotations and proverbs, agree or disagree with them.***

‘There is no sincerer love than the love of food.’
George Bernard Shaw
‘Tell me what you eat and I will tell you what you are.’
A. Brillat-Savarin
‘You are what you eat.’
Saying

Grammar: Infinitive: forms and functions
Інфінітив: форми та функції

Форма	Active Voice	Passive Voice	Function
Indefinite	to write to ask	to be written to be asked	1) підмет: **To learn** this is very important.
Continuous	to be writing to be asking		2) частина присудка: His task **is to improve** the sample.
Perfect	to have written to have asked	to have been written to have been asked	3) додаток: He asked me **to wait.**

Perfect Continuous	to have been writing to have been asking		4) означення: He gave me a book **to read.** 5) обставина: I've come here **to meet** you.

*** Інфінітив (Infinitive)** – це частина мови, яка лише називає дію, не вказуючи на особу, яка виконує цю дію; ось чому інфінітив відносять до **безособових форм дієслова.** Порівняйте:

He **plans** the reorganization of the company (**plans** – 3-я особа однини, Present Indefinite, active voice).

To plan is an important management function (**to plan** – Indefinite Infinitive, active voice)

Ознакою інфінітива є частка **to**: **to plan, to organize,** хоча в деяких випадках інфінітив вживається без частки **to (**після певних модальних дієслів**): must plan, could organize.**

Інфінітив має властивості як **дієслова,** так і **іменника**. Як дієслівна форма інфінітив може бути простим (Indefinite), тривалим (Continuous), перфектним (Perfect) та перфектно-тривалим (Perfect Continuous), а також мати форму активного чи пасивного стану (Active or Passive).

e.g. To write (Indefinite Active) **– to be writing** (Continuous Active)
To write (Indefinite Active) – **to be written** (Indefinite Passive)

Подібно до дієслова інфінітив перехідних дієслів може мати *прямий додаток* і вживатись з *прислівником*:

e.g. It is important **to check** (what?) *the results* **(**how often?) *regularly.*

В реченні інфінітив **виконує** всі **функції,** що властиві **іменнику**.

Assignment 11. ***Make up 5 sentences from each table and translate them.***

I	am	Ready	to stew vegetables
He/She	is	Glad	to roast meat
We	are	pleased	to fry this fish
You	was	unwilling	to bake a cake
They	were	Happy	to be offered a new dish

I		to steam potatoes over embers
He/She	want(s)	to preserve all nutrients
We	like(s)	to prepare this dish
You	agree(s)	to reduce fats

They		to improve the flavour and digestibility of their product

Heat	Can	give flavour and richness to food
He/She	Must	cause physical and chemical changes in food
They	May	decorate your ceremony
Protein	have/has (to)	improve physical and chemical properties of food
Fats	is (to)	thicken and bind together other food materials

Assignment 12. ***Paraphrase the proverbs and sayings by using the infinitive in the position of the subject. Give their Ukrainian equivalents***

1. It is never late to learn. 2. It is easy to be wise after the event. 3 It's a lady's privilege to change her mind. 4. It's better to give than to take. 5. It is easier to pull down than to build.

Assignment 13. ***Answer the following questions expressing your point of view. Use the infinitive in your answers as in the model.***

Model: Is it important for students **to do** research work? – I think it is important for students **to do** research work.

1. Which is more important for you: to come to the Institute in time or to get an extra hour of sleep in the morning? 2. Is it necessary for students to budget their time? 3. Which is more interesting: to get ready for a seminar or to watch a film with Van Damme? 4. Which is easier: to make money or to spend it? 5. Was it easy to satisfy the customer's complaint?

Assignment 14. ***Tell your group-mates about your plans, problems etc. as in the model.***

Model: What is your plan for today? *(translate an article)* – My plan for today is **to translate** an article.

1. What is the aim of your life? *(become a food technologist)* 2. What is the object of their research work? *(find the best cookery technique to preserve as many nutrients in food as possible)* 3. What was the chef's suggestion? *(improve flavour and richness of this dish)* 4. What is the next point of our meeting? *(discuss the assortment of dishes)* 5. What were the expectations of the restaurant manager for the previous year? *(increase customer satisfaction and loyalty)*

Assignment 15. ***Complete the following letter by choosing the appropriate infinitive from the box below. Translate the letter.***

employ	**give**	**have**	**know**	**read**	**mention**	**work**

Dear Sir,

I was not at all surprised … in the paper that there are now more unemployed young people than ever before. If I were a boss, I'd be very reluctant … anyone under twenty-five. What can school-leavers offer an employer? They're too young … any experience, and, I'm sorry …, most of them are too lazy … hard! They are quite happy … that the country looks after them, but the country is foolish enough … them money for doing nothing!

Yours faithfully,
A.J. Williams.

Assignment 16. ***Translate the sentences into Ukrainian. State the functions of the Infinitive.***

1. To operate a restaurant is a difficult task. 2. Cookery must be divided into two classes – home cooking and haute cuisine. 3. The chefs agreed to improve physical and chemical properties of food. 4. Our company was the first to introduce this product to the market. 5. Protein is to thicken and bind together other food materials. 6. Minerals and vitamins are necessary for people and have to be preserved 7. To sell these dishes in our restaurant we must improve their flavour, digestibility and nutrient properties. 8. To apply this cookery technique, one must be a real expert in cooking. 9. It was difficult for ancient people to make and control fire. 10. To preserve vitamins, we didn't boil the food long. 11. To be ahead of your competitors you must do marketing research. 12. To meet our customers' requirements is the goal of our restaurant. 13. We are glad to have baked a delicious cake. 14. The cookery techniques to be used will not result in the loss of nutrients.

Assignment 17. ***Translate into English using the Infinitive.***

1. Вони першими запровадили цю страву. 2. Щоб задовольнити потреби клієнтів нашого ресторану, ми повинні покращити смак та поживну цінність наших страв. 3. Питання, що будуть обговорюватись на зборах, дуже важливе для успішної діяльності нашого закладу. 4. Ми раді, що отримали вашу пропозицію. 5. Підвищити конкурентоспроможність нашого закладу – завдання для нашого шеф-кухаря та менеджерів ресторану. 6. Нам незручно, що ми відмовилися від замовлення. 7. Ми приїхали сюди, щоб дізнатись про відмінність між практичними кулінарними навичками та вишуканим мистецтвом. 8. Я радий, що мене запросили на презентацію нових кулінарних прийомів. 9. Вони домовились обсмажити м'ясо перш ніж тушкувати його. 10. Наша мета – приготувати смачну страву та зберегти поживні властивості інгредієнтів.

UNIT 24

COOKING TECHNIQUES

Grammar: Complexes with Infinitive

Assignment 1. ***Read and learn the following words and phrases.***
to include – включати; syn: **to involve**;
application – застосува́ння;
immersion – занурення;
to cure – засо́лювати;
to smoke – коптѝти;
to pickle – маринува́ти, солѝти;
to encompass – містити в собі, охоплювати, включати; syn: **to involve, to include**;
measurement – вимі́рювання;
procedure – 1) спосіб дії; 2) технологічний процес;
to achieve – досяга́ти;
to be aware of – усвідомлювати;
hot cooking techniques – техніка гарячої обробки харчових продуктів;
to roast – жа́рити(ся), сма́жити(ся);
roast – великий кусок смаженого м'яса;
roaster – 1) жаровня, піч; 2) молочне порося або молодий кугут (для печені);
cool preparation techniques - техніка холодної обробки харчових продуктів;
to brine – засолювати;
to grind (*past i p. p.* **ground**) – молоти;
to chop – 1) нарізувати, кришѝти; 2) відбивна, котлета;
chopping – відбивання м’яса;
chopsticks – палички для їжі (у китайців, корейців та японців);
to slice – різати тонки́ми скибочками;
to grate – те́рти;
to marinate – маринувати;
to mince – кришити, дрібно сікти (*м'ясо*);
mince – м’ясний фарш;
to season – надавати смаку́, гостроти́;
boiling point – точка кипіння;
stock – міцний бульйон з кісток;
court bouillon – пряний бульйон з додаванням моркви, цибулі, часнику, вина або лимонного соку;
to blanch – бланширувати;
to braise – тушкува́ти (*м'ясо*);
to coddle – обва́рювати окро́пом; вари́ти на легко́му вогні́;
infusion – влива́ння;
to poach – варити (яйця) без шкарлупи в окропі;
poached eggs – яйця-пашот;

to steam – варѝти на па́рі;
to steep – зану́рювати у рідину;
to sear – вису́шувати;
to simmer – кипі́ти або кип'яти́ти на мало́му вогні;
simmering – тушкування;
heat transfer medium – засіб теплообміну;
conscious – той, що усвідомлює, розуміє;
to sauté – швидко смажити у малій кількості жиру;
sautéing – *фр*. приготування страв типу соте;
caramelization – карамелізація;
enhancement – покращення;
squash – *мут* кабачок ; фруктовий напій;
lemon squash – лимонад; *orange squash* – апельсиновий напій;
to barbecue – смажити цілу тушу;
barbecue – 1. 1) ціла підсмажена туша, 2) велика рама на якій смажиться ціла туша; 2. *амер*. свято, під час якого смажиться ціла туша;
to grill – смажити на рашпері;
grill – рашпер (решітка, гратка з ручкою для смаження), гріль; syn: **gridiron**;
pastry – тісто;
tart – пиріг з фруктами, ягодами або джемом;
quiche – пиріг із різними начинками;
variability – різноманіття.

Assignment 2. ***Read and translate the text.***

COOKING TECHNIQUES

Cookery involves a variety of cooking techniques that **include** the **application** of dry heat, **immersion** in or contact with heated liquids or fats, **curing**, **smoking**, and **pickling**. Cooking **encompasses** a vast range of methods, tools and combinations of ingredients to improve the flavour and digestibility of food. It generally requires the selection, **measurement** and combining of ingredients in an ordered **procedure** in an effort to **achieve** the desired result. Only a person who **is aware of** all these methods, loves the process of creating food and has special talents can master the art of cookery.

We differentiate between the following groups of cooking techniques: **hot cooking techniques** (baking, boiling, frying, microwaving, **roasting**, smoking and stewing) and **cool preparation techniques** (**brining**, drying, **grinding**, **chopping**, **slicing, grating, marinating, mincing**, pickling, salting, and **seasoning**).

Boiling is the cooking of foods in a liquid at **boiling point**. Complex sauces and soups, some meat dishes, boiled eggs are the result of boiling. There are several liquids in which food can be boiled: water, **stock**, and blanc (water with lemon and flour mixed in), **court bouillon**, milk. There are the following types of boiling: **blanching, braising, coddling**, **infusion, poaching**, pressure cooking, **simmering, steaming**, and **steeping**.

Frying is the cooking of food with oil as the **heat transfer medium**. Due to the higher temperature of oil compared with water-based cooking, the cooking time is much shorter. Many common cooking methods involve the use of oil. But as cooks become more health **conscious**, preparing foods in oil has become less desirable. There are the following types of frying: deep frying, hot salt frying, hot sand frying, pan frying, pressure frying, **sautéing**, stir frying.

Roasting is a cooking method that utilizes dry heat, whether an open flame, oven, or other heat source. Roasting usually causes **caramelization** of the surface of the food, which is considered a flavour **enhancement**. Meats and most root and bulb vegetables can be roasted. Any piece of meat, especially red meat, which has been cooked in this fashion, is called a roast. Vegetables and poultry prepared in this way are referred to as roasted (e.g. roasted chicken or roasted **squash**). **Barbecuing**, **grilling**, **searing** are all examples of roasting.

Baking is the technique of cooking food in an oven by dry heat applied evenly throughout the oven. Breads, desserts, and meat are often baked, and baking is the primary cooking technique used to produce cakes and **pastry**-based goods such as pies, **tarts**, and **quiches**.

Success may be achieved by using the **variability** of ingredients, conditions, techniques and the skill of the personal cooking.

Assignment 3. ***Answer the following questions.***

1.What is the main classification of cooking techniques?
2.What are the major cold cooking techniques?
3.What are the main hot cooking methods?
4.How can you define boiling?
5.Can we use several liquids for boiling?
6.What is the difference between baking and roasting?
7.Why has preparing food in oil become less desirable?
8.What food can one roast?
9.Can you use several cooking techniques preparing the same dish?
10.Who made an oven that cooks with intense infrared and visible light radiation?

Assignment 4. ***Translate into Ukrainian; use word-combinations in the sentences of your own.***

cooking techniques, application of dry heat, curing, pickling, to improve the flavour and digestibility of food, baking, stewing, brining, chopping, mincing, seasoning, stock, braising, coddling, infusion, stir frying, sautéing, caramelization

Assignment 5. ***Translate into English.***

різати тоненькими скибочками, засолювати, терти, сікти (м’ясо), надавати смаку, яйця-пашот, пиріг з фруктами, пиріг з різними начинками, апельсиновий напій, кипіти на малому вогні, тушкувати, пекти, варити, смажити на рашпері, обварювати окропом, запікати у мікрохвильовій печі, засіб теплообміну

Assignment 6. ***Which of the following words are synonyms? Organize them according to the cooking technique.***
baking, boiling, frying, microwaving, roasting, smoking, stewing, blanching, braising, coddling, infusion, poaching, simmering, steaming, steeping, deep frying, sautéing, barbecuing, grilling, searing

Assignment 7. ***Make the following sentences complete by translating the phrases in brackets.***
1. Cookery involves a variety of cooking techniques such as (застосування тепла (жара), гарячої води або жирів, копчення, засолювання або маринування).
2. (Приготування їжі охоплює багато методів, знарядь та інгредієнтів) to improve the flavour and digestibility of food.
3. We differentiate between the following groups of cooking techniques: (гаряча обробка харчових продуктів та холодна).
4. Hot cooking techniques include (випікання, відварювання, смаження, тушкування, копчення); cool preparation techniques include (засолювання, маринування, відбивання, нарізання тоненькими скибочками, перекручення м'яса на фарш, та інші).
5. Boiling is (приготування їжі у окропі).
6. There are the following types of boiling: (бланширування, тушкування, відварювання (яєць) без шкарлупи в окропі, відварювання на парі, занурювання у рідину, та інші).
7. But as cooks become more health conscious, (приготування страв в олії стало небажаним).
8. Sautéing is (швидке смаження у малій кількості жиру).
9. Roasting is (метод приготування їжі (м'яса, птиці) на відкритому вогні і прикладом такого смаження може бути) barbequing, grilling and searing.
10. (Хліб, десерт і м'ясо часто печуть) and this is also one of the cooking techniques.

Assignment 8. ***Put different types of questions.***
1. Any piece of meat, which is cooked in this fashion, is called a roast. (Special Question)
2. Many common cooking methods involve the use of oil. (General Question)
3. Due to the higher temperature of oil compared with water-based cooking, the cooking time is much shorter. (Disjunctive Question)
4. Complex sauces and soups, some meat dishes, boiled eggs are the result of boiling. (Alternative Question)
5. Only a person who loves the process of creating food can master the art of cookery. (Special Question)
6. Cooking encompasses a vast range of methods, tools and combinations of ingredients. (General Question)
7. Success may be achieved by using the variability of conditions, techniques and the skill of the person cooking. (Disjunctive Question)

Assignment 9. ***Translate into Ukrainian in a written form.***

1. Boiling is the process of food cooking in a big amount of water. One can boil eggs, meat, fish, and vegetables.
2. Roasting takes place in the oven and offers a fast method of cooking tender portion of meat, poultry and fish.
3. Grilling is cooking using indirect heat. Grilling is considered a healthy way of cooking because most of the fat drips into the fire.
4. Barbequing is almost the same as grilling. Only barbequing is done slowly with low cooking temperatures and a lot of smoke.
5. Frying is cooking in hot fat in a frying pan not in the oven.
6. Deglazing is a technique often used for making sauces by adding small amount of wine, stock, lemon juice, etc.
7. Stewing is cooking by long simmering in a closed pan with some liquid added.

Assignment 10. ***Guess what is defined and translate into English.***

1. Приготування їжі у великій кількості окропу.
2. Приготування страви у гарячому жирі на сковороді.
3. Техніка створення соусів шляхом додавання рідини (бульйону, вина, лимонного соку) на сковороду після смаження м'яса.
4. Приготування їжі на спеціальному обладнанні, що називається гриль.
5. Швидкий метод приготування порцій ніжного м'яса, птиці, риби у печі.
6. Рідина для приготування соусів.
7. Приготування великих порцій м'яса повільно на відкритому вогню досить низької температури з димом.

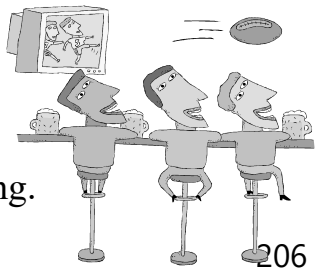
Assignment 11. ***Read the following story, retell it to your group-mates and compose 7-10 questions in a written form.***

A Good Job

Bill Thompson was a university graduate. That's probably why he got a job soon after he left university. He was a barman in a private hospital for deaf and dumb. One day, or rather one evening, he wanted to go to a party and asked me to do his work.

- I'm sorry, old chap – I said – but I can't!
- Why not? – he asked.
- You see, I don't know the sign language.
- It's very simple – he said – the moment you open the bar at 6 in the evening a few chaps will come in. They will make a sign to put the glasses on the table. You will take the glasses and put them on the table. Next, they will make a sign to pour out whisky into the glasses and take money. If you are still worried you can have my telephone number just in case.

I could not say "no", so I said "yes". I opened the bar at 6 and the moment I did so six fellows walked in. They made the sign to put the glasses on the table. Next they made the sign to pour out whisky into the glasses. I did what they wanted. For the next 2 or 3 hours they kept making the sign to pour out whisky and at last they got to their feet, opened their mouths, but I couldn't understand anything.



I rushed to the telephone, dialed Bill's number and told him about it.
- Set your mind at rest, old chap – he answered roaring with laughter – They have had too many drinks and now they are singing! The situation is perfectly regular!

Assignment 12. ***Learn the tongue-twisters.***

Top chopstick shops stock top chopsticks.

Peter Piper picked a pack of pickled pepper,
A pack of pickled pepper Peter Piper picked.
If Peter Piper picked a pack of pickled pepper,
Where's the pack of pickled pepper Peter Piper picked?

Grammar: Complexes with Infinitive / Інфінітивні звороти

Objective Infinitive Complex – Об'єктний інфінітивний зворот (Складний додаток)
Об'єктний інфінітивний зворот виконує в реченні роль складного додатка (**Complex Object**). Цей синтаксичний комплекс складається з двох частин: перша – іменник у загальному відмінку або особовий займенник в об'єктному відмінку; друга – інфінітив, що виражає дію, яку виконує особа або предмет, позначений іменником або займенником в першій частині. Українською мовою об'єктний інфінітивний зворот перекладається підрядним додатковим реченням.
e.g. The director ordered **him to sign** the letter. – Директор наказав, щоб він підписав листа.
Об'єктний інфінітивний зворот вживається після таких дієслів:
а) to see, to hear, to feel, to watch, to observe, to notice (**без частки to**)
We heard <u>them make</u> a report.
Ми чули, як вони робили доповідь.
б) to want, to wish, to like, etc.
I want <u>you to send</u> the order.
Я хочу, щоб ви відправили замовлення.
в) to consider, to believe, to think, to know, to expect, to suppose, etc.
They expected <u>us to have delivered</u> the goods.
Вони сподівалися, що ми доставили товари.
г) to order, to ask, to allow, to recommend, to make, to let (після дієслів **to make** і **to let** інфінітив уживається без частки to).
The manager ordered <u>us to sign</u> the documents.
Менеджер наказав нам підписати документи.

Замість інфінітива в складному додатку може вживатись Present Participle (Objective Participle Complex). Зворот з інфінітивом виражає, в більшості випадків, закінчену дію, тоді як зворот з дієприкметником виражає дію, що триває.

e.g. I saw **her enter** the room. – Я бачив, як вона увійшла до кімнати.
I saw **her entering** the room. – Я бачив, як вона входила до кімнати.

Assignment 13. ***Translate into Ukrainian.***
1. They expected him to sell the goods. 2. We know her to be a good accountant. 3. I suppose them to have a car. 4. I want you to make a decision. 5. We heard them discuss the problem with the partners. 6. They considered him to have prepared the report.

Assignment 14. ***Insert 'to' where necessary before the infinitives in brackets.***
1. The boss made the secretary (repeat) the message. 2. They won't let you (leave) the Customs area till your luggage has been examined. 3. Will you help me (fill in) this application form? 4. I'd like him (accept) this invitation. 5. I don't want anybody (use) the results of my experiments. 6. He made me (sign) this paper. 7. I saw him (leave) the office. 8. Nobody noticed him (come) in. 9. I don't want anybody (know) about our plans. 10. She knew him (be) a good marketer.

Assignment 15. ***Change the following complex sentences into simple ones using the Objective Infinitive Complex as in the model.***
Model: I watched the accountant as he prepared a report. – I watched the accountant prepare a report. I expect that you will come in time. – I expect you to come in time.
1. We watched the manager as he signed the contract. 2. I expect that they will discuss this problem at the meeting. 3. He thinks that we shall meet the needs of our customers. 4. I believe that you will send us your order. 5. We consider that you signed the document. 6. He knows that they supplied goods to their partners. 7. They suppose that we hire a new applicant. 8. We heard that they sent us their catalogues. 9. He notices that raw material prices rise. 10. They expect that I shall offer them a range of my goods.

Assignment 16. ***Read a situation and write a sentence with complex object using the given words as in the model.***
Model: Ann didn't have any money. *(want/Jim/ lend)* – Ann **wanted Jim to lend** her some money.
1. My parents were disappointed when I decided to leave home. *(want/me/stay with them)*. 2. In your place I would tell the police about the accident. *(advise/me/inform)* 3. She received a letter from Tony, but nobody knew what it was about. *(not let/anybody/read)* 4. Please, don't tell anyone that I'm leaving my job. *(not want/anyone/know)* 5. We were sure that our chief executive would be late. And he was. *(expect/him/be late)*

Assignment 17. ***Translate into English the Objective Infinitive Complex .***
1. Всі вважають, що він дуже успішний підприємець. 2. Ми не сподівалися, що вона закінчить цей звіт без нашої допомоги. 3. Це змусить менеджерів компанії подумати, як вирішити проблему захисту свого виробника. 4. Що змусило уряд підвищити ціни на імпортні товари. 5. Ми спостерігати, як покупці вибирали

товари. 6. Я не хочу, щоб ви контролювали мою діяльність. 7. Він не припускав, що це питання розглянуть так швидко. 8. Ніхто не знав, що ця перспективна компанія стане банкрутом. 9. Він не дозволив мені проглянути цей звіт. 10. Усі помітили, що він запізнився на збори акціонерів.

Grammar: Subjective Infinitive Complex – Суб'єктний інфінітивний зворот (Складний підмет)

Суб'єктний інфінітивний зворот виконує в реченні роль складного підмета (**Complex Subject**). Зворот складається з двох частин: перша – іменник у загальному відмінку або особовий займенник у називному відмінку; друга – інфінітив, що виражає дію, яку виконує особа або предмет, позначений іменником або займенником у першій частині. Перша і друга частини відокремлюються одна від одної присудком речення, в більшості випадків вираженим дієсловом у пасивному стані.
e.g**. He** is said **to be** the author of this theory. – Кажуть, що він автор цієї теорії.
Переклад українською мовою починається з дієслова-присудка, яке перекладається дієсловом у неозначено-особовій формі (кажуть, повідомляли, припускають), а потім йде підрядне підметове речення, в якому перша частина звороту є підметом, а друга частина (інфінітив) – присудком.

Суб'єктний інфінітивний зворот вживається з певними групами дієслів:
а) to say, to report у пасивному стані.
He is said to have bought a car.
Кажуть, що він купив автомобіль.
б) to think, to know, to consider , to believe, to suppose, to expect, etc. у пасивному стані.
The company is known to produce consumer goods.
Відомо, що компанія виробляє споживчі товари.
в) to see, to hear, to watch, etc. у пасивному стані.
They were seen to sell their products.
Бачили, як вони продавали свої товари.
г) to order, to ask, to allow, etc. у пасивному стані.
The employees were ordered to improve the quality of the goods.
Робітникам наказали покращити якість товарів.
д) to seem, to appear (здаватися); to happen, to chance (траплятися); to turn out, to prove (виявлятися) в активному стані.
***** Суб'єктний інфінітивний зворот вживається також із словосполученнями **to be sure, to be certain, to be likely, to be unlikely**.
They are certain to meet the customers' requirements.
Вони, напевно, задовольняють потреби споживачів.
We are likely to receive the offer.
Ми, очевидно, отримаємо пропозицію.
The company is unlikely to make a profit.
Навряд чи компанія отримає прибуток.

Assignment 18. ***Translate into Ukrainian.***
1. The managers are reported to visit a trade fair. 2. She was said to have left the corporation. 3. They are expected to deliver the goods in time. 4. The employees are supposed to be working according to the plan. 5. The auditors happened to have found misappropriations in their financial statements. 6. He seems to have finished marketing research. 7. He is sure to solve the problem. 8. We are unlikely to sell these products.

Assignment 19. Transform the following complex sentences into simple ones using ***the Subjective Infinitive Complex as in the model.***
Model: It is said that she knows accounting perfectly well. – She is said to know accounting perfectly well.
1. It is said that they work in this sphere. 2. It is supposed that he knows the market situation. 3. It is reported that the scientists work on their project. 4. It is believed that she is preparing a financial statement. 5. It is said that she has been teaching Economics for 5 years. 6. It is said that our partner has arrived. 7. It is expected that he will buy a very expensive car. 8. It seems that the task is very difficult.

Assignment 20. ***Transform the sentences using the Subjective Infinitive Complex instead of the Objective Infinitive Complex as in the model.***
Model: I **saw him read** Financial Times. – He **was seen to read** Financial Times.
1. We heard the delegation arrive in time. 2. I saw the customer choose the best products. 3. They watched the auditors check accounting records. 4. He expected them to prepare the Balance Sheet. 5. We know her to be a talented manager. 6. Everybody supposed him to be a millionaire. 7. I consider them to go bankrupt.

Assignment 21. ***Transform the sentences according to the models.***
Models: 1) It is (im)probable that the suppliers will come tomorrow. – The suppliers are (un)likely to come tomorrow. 2) She will certainly leave a message. – She is sure to leave a message.
1. It is probable that the prices will rise. 2. It is improbable that they will finish their research in time. 3. It is probable that they will meet the customers' requirements. 4. This entrepreneur will certainly make a profit. 5. She will certainly achieve the goal. 6. Their business will certainly fail.

Assignment 22. ***Translate into English.***
1. Кажуть, що вона зараз готує балансовий звіт. 2. Кажуть, що вона вже підготувала балансовий звіт. 3. Відомо, що він найкращий фахівець у цій галузі. 4. Було чути, як звітував заступник директора. 5. Сталося так, що наша фірма зазнала великих збитків. 6. Вони, здається, проводять зараз ринкове дослідження. 7. Сподіваються, що збори почнуться сьогодні вранці. 8. Він виявився здібним керівником. 9. Очевидно, ми отримаємо вигідну пропозицію. 10. Навряд, чи компанія отримає прибуток у цьому місяці.

UNIT 25

CATERING ESTABLISHMENTS

Grammar: Gerund: Forms and Functions

Assignment 1. ***Read and learn the following words and phrases.***
catering – громадське харчування;
to cater – постачати;
caterer – той, хто займається громадським харчуванням, постачальник;
to undertake (undertook, undertaken) – бра́тися; syn: **attempt**, **set about**;
to undertake a job – братись за роботу;
to undertake to deliver the goods – займатись доставкою товарів
snack-bar – закусочна;
snack – закуска;
to snack – перекусити*;*
lounge – кімна́та (мі́сце) відпочи́нку;
to lounge – відпочивати, марнувати час;
luxurious – розкі́шний; syn: **de luxe, expensive**; ant: **economical, poor**;
luxury – 1) розкіш: *to be lapped in* ***luxury*** – утопати в розкоші; 2) насолода: *the* ***luxury*** *of good food*.
luxuriously – розкішно;
establishment – заклад;
to engage – займа́тися; syn: **occupy, involve, tie up**;
take-away food – їжа «з собою»;
licensed – що ма́є дозвіл; syn: **authorized, entitled, permitted**; ant: **banned, prohibited;**
license (lisence) – ліцензія
to license (to lisence) – давати дозвіл: ***to license*** *a restaurant to sell spirits*.
driving licence – права водія; ***lisence plate*** – номерний знак
alcoholic beverages – алкогольні напої;
canteen – буфет, їда́льня (при заводі, установі);
primarily – головни́м чином; syn: **principally; chiefly; mainly**;
wrapped – загорнутий;
premises – pl буди́нок; syn. **building**;
tavern – таве́рна;
to focus on – зосере́джувати;
to range – коливатися в пе́вних ме́жах; syn: **fluctuate between, vary between**;
casual – випадко́вий; syn: **incidental, unexpected, occasional**; ant: **deliberate, expected, planned**;
dessert – десе́рт;
to resemble somebody – бу́ти схо́жим на когось; syn: **be similar to, look like;**
resemblance – схожість
to bear resemblance to – бу́ти схо́жим на
pub – пивна, бар;
spirits – (звич. pl) алкого́ль, спирт, спиртни́й напі́й;

fare – ва́ртість; syn: **charge, price, cost**;
crisps – хрустка картопля, чіпси;
crisp – хрусткий; syn: **crunchy**; ant: **soft**;
ploughman's lunch – "сніданок плугаря" (хліб з сиром);
greasy spoon – дешева закусочна;
delicatessen (deli) – гастрономі́чний магазин;
fry machine – фритюрниця;
niche – ніша; syn: **position, place, calling**;
to niche – зручно влаштовуватись;
omelette – яєчня, омлет.

Assignment 2. ***Read and translate the text.***

CATERING ESTABLISHMENTS

There is a great number of places where **catering** is **undertaken**: from **snack-bars**, **lounges** and coffee-shops to **luxurious** restaurants. According to Standard Industrial Classification food and beverage service **establishments** are divided into 2 groups: establishments primarily **engaged** in operating restaurants, **take-away food** and **catering services** and ones primarily engaged in serving **alcoholic beverages**. The first group includes restaurants (**licensed** and **unlicensed**), mobile **canteens** or places in private halls, camps and many others. By take-away food services we mean establishments primarily engaged in preparing and selling packaged or **wrapped** food to the public for consumption away from the **premises**. The second group includes **taverns**, bars and night clubs.

But there are also some establishments that like coffeehouse, coffee shop, or café share some of the characteristics of a bar, and some of the characteristics of a restaurant. As the name suggests, coffeehouses **focus on** providing coffee and tea as well as light snacks. Other food may **range from** baked goods to soups and sandwiches, other **casual** meals, and light **desserts**. In some countries, cafes may more closely **resemble** restaurants, offering a range of hot meals, and possibly being licensed to serve alcohol.

A public house, usually known as a **pub**, is a drinking establishment found mainly in the United Kingdom, Ireland, Canada, Australia, New Zealand and other countries influenced by British culture. Pubs are social places for the sale and consumption of mainly alcoholic beverages, and most public houses offer a wide range of beers, wines, and **spirits**. Traditionally pubs in Britain were drinking establishments and little emphasis was placed on the serving of food. The usual English snack food consisted of **crisps** and peanuts. If a pub served meals, they were usually basic dishes such as a **ploughman's lunch**. Food has now become much more important as part of a pub's trade and today most pubs serve lunches and dinners in addition to snacks consumed at the bar. Many pubs serve excellent meals which rival the best restaurants and going for a 'pub lunch' can be a real treat.

Restaurants differ in type of services and food served. A fast-food restaurant is a restaurant characterized by food which is supplied quickly after ordering and by

minimal service. A fast casual restaurant is a type of restaurant which is similar to a fast-food restaurant in that it does not offer full table service, but promises a somewhat higher quality of food and atmosphere. **"Greasy spoon"** is a small restaurant specializing in short-order fried foods. The typical "greasy spoon" serves mainly fried or grilled food, for example: fried eggs, chips, bacon, black pudding, burgers, waffles, pancakes, omelettes, sausages and mushrooms. A **delicatessen** is something between a fast-food restaurant and a grocery store. It offers a much wider and fresher menu than chain fast food restaurants, never employing **fry machines** and always making sandwiches to order.

All types of catering establishments tend to be popular in certain periods with certain cultures. To find your **niche** in the food service industry is possible if you study carefully customers' wants, market, and national peculiarities.

Assignment 3. ***Answer the following questions.***

1. What is the classification of food and beverage service establishments?
2. How can we define take-out food?
3. Which group includes taverns, bars and night clubs?
4. How does a bar differ from a restaurant?
5. What are the characteristics of coffeehouse?
6. In what way do cafes resemble restaurants in some countries?
7. Where can pubs be found?
8. What are the functions of pub?
9. What is the difference between fast food restaurant, "greasy spoon" and fast casual restaurant?
10. What does one's success in food service industry depend on?

Assignment 4. ***Translate into Ukrainian.***

Catering, snack-bar, luxurious, take-out food, deli, establishment, engaged, consumption, camp, coffeehouse, pub, night club, to share, spirits, ploughman's lunch, in addition to, treat, to supply, to rival, fast casual restaurant, grocery store, baked good, emphasis, to rival, quality of food

Assignment 5. ***Translate into English.***

місце відпочинку, зайнятий, їдальня, випічка, установа, приміщення, подавати, споживання, наголос, торгівля, обслуговування, характеризуватись, схожий, мережа, ніша, ринок, особливості, мати схильність до, мінімальний, розподіляти

Assignment 6. ***Match the synonyms. Make up sentences with synonymous words.***

A: niche; peculiarity; to be liable to; similar; to offer; to focus on; alcoholic beverages

B: to suggest; to concentrate; place/position; resembling; characteristic; spirits; to tend

Assignment 7. ***Match the antonyms.***
A: to undertake; similar; to serve; luxurious; to ban; public
B: economical; to give up; private; to license; to order; different

Assignment 8. ***Match and learn the following definitions.***

restaurant	a small informal restaurant serving drinks, snacks, and often light meals
bar	a store specializing in imported or unusual foods and ingredients, for example, cooked meats, cheeses, and pickles
lounge	a place where meals and drinks are sold and served to customers, usually at separate tables with high level of services
cafe	a place where alcoholic drinks can be bought and drunk
delicatessen	a room in a hotel or restaurant, where cocktails and other drinks are served

Assignment 9. ***Complete the sentences with the words from the text.***
fast food, cookbook, recipe, dish, menu, take-away, bill, tip, ingredients, service, waiter, dessert, bar, lounge, restaurant, order

I really hate … . I prefer to go to a good … that serves everything, including the …, using the best …. Sometimes, I like to … something that I have tried at home. First, I look up the … in the … cookbook and then I cook the …. Next, I go to the restaurant, and when the … comes to my table I ask for the … and order what I have already cooked at home! Sometimes, I like to go out for a …. You can have a drink in either a … or a …, which are usually nicer. At the end of the evening, it's time to ask for the … and, usually, if the … has been good, it's a good idea to leave a 15%-20% … .

Assignment 10. ***Translate into English.***
1. Заклади харчування коливаються від розкішних ресторанів до невеликих кафе та барів. 2. Наша фірма займається постачанням їжі для банкетів та конференцій. 3. Як дешева закусочна, так і гастрономічний магазин знаходять своє місце на сучасному ринку завдяки клієнтами. 4. Головним чином ми зосереджуємось на обслуговування постійних клієнтів. 5. Тільки заклади, які мають ліцензію, можуть подавати спиртні напої.

Assignment 11. ***Choose the suitable word from the brackets and translate the sentence.***
1. All customers have … to be served quickly and efficiently. (license, right) 2. They went to a … to have a drink and celebrate the concluded agreement. (bar, café, delicatessen) 3. In that … they serve only beer – according to rules and traditions. (restaurant, pub, bar) 4. The usual fare of appetizer … from 6 to 15$. (to range, to differ) 5. Types of catering establishments … greatly from country to country. (to range, to differ) 6. I am not sure that this night club has … to serve alcohol. (license, right) 7. We expand our business and move to other … . (establishment, premises) 8. Restaurants are luxurious … if compared to pubs. (establishment, premises)

Assignment 12. ***Creative task: Design your own restaurant.***
Imagine you are going to open your own restaurant. In groups prepare a brief presentation describing your restaurant, using the following headings:
– Size and Location
– Type of food
– Drinks
– Atmosphere
– Music
– Clients
– Theme/Entertainment
– Working hours

Assignment 13. ***Read and dramatize the dialogue. Make your own using this one.***
Waiter: Welcome to Charley's. Here are your menus. Today's special is grilled salmon. I'll be back to take your order in a minute.
Waiter: Are you ready to order?
Customer 1: I'd like spaghetti with shrimps.
Waiter: And you?
Customer 2: I'll have a hamburger and fries.
Waiter: Would you like anything to drink?
Customer 1: I'll have a coke, please.
Waiter: And for you?
Customer 2: Just water, please.
Waiter: OK. So that's spaghetti with shrimps, one hamburger and fries, one coke, and one water. I'll take your menus.
Waiter: Here is your food. Enjoy your meal.
Waiter: How was everything?
Customers 2: Delicious thanks.
Waiter: Would you like anything for dessert?
Customer 1: No, just the bill please.

Assignment 14. ***Read and translate the article:***

THE SANDWICH

It seems strange that the modest and democratic sandwich was the invention of an aristocrat.

The Earl of Sandwich, the head of the British navy, was a passionate card-player. In 1762, during a 24-hour gambling session, he got hungry, picked up a piece of beef and popped it between two slices of bread. He then carried on playing cards while eating what was to become Britain's biggest contribution to gastronomy.

The word for his invention soon entered the English language. In 1762, the historian Edward Gibbon wrote about a restaurant where 'twenty or thirty of the first men in the kingdom' could be seen 'supping at little tables upon a bit of cold meat, or a Sandwich'.

Today the sandwich is enjoyed by all classes and both sexes, not just the 'first men in the kingdom'. In fact, every weekday, almost every office worker in the country has one for lunch, whether plain or toasted on traditional British sliced bread, crusty French bread Italian ciabatta or Middle Eastern pitta. Popular filling include tuna salad with mayonnaise, prawn cocktail with avocado, BLT (bacon, lettuce and tomato), and cheese and pickle.

Cucumber sandwiches on thin white, slightly soggy bread with the crusts cut off, are probably the most uniquely British type of sandwich. Cut into four neat triangles, their delicate flavour has made them popular since Victorian times. They have to be eaten in the right context: in the summer at garden parties, cricket matches or even wedding receptions. They are most popular type of sandwich at Wimbledon where every year 190,000 sandwiches are sold during the two-week tennis tournament.

Most exotic sandwich combinations: strawberry and camembert, banana and peanut butter with alfalfa.

Most delicious sandwich combinations: parma ham with rocket and crisp lettuce, smoked salmon with cucumber and hard-boiled egg, prawn with yoghurt and mint and cucumber, cream cheese with tomato and basil and asparagus tips.

Grammar: Gerund: forms and functions.

*** Герундій (gerund)** – це віддієслівна форма, що поєднує в собі властивості іменника та дієслова. Аналогом герундія в українській мові може слугувати віддієслівний іменник (продаж, читання, розповсюдження, тощо), тому герундій може перекладатись як іменником, так і дієсловом (часто інфінітивом).

Форма

	Active	Passive
Indefinite	signing	being signed
Perfect	having signed	having been signed

Як віддієслівна форма, герундій має активний і пасивний стани, а також вказує на відносний час. Форма Indefinite Gerund вказує на час дії, що відбувається одночасно з дією присудка, а форма Perfect Gerund вказує на дію, що відбувалась раніше, ніж дія присудка. Приклад:

I enjoy *visiting* trade exhibitions. – Мені подобається відвідувати торговельні виставки.

I enjoy *being visited* by friends. – Мені подобається, коли мене відвідують друзі.

You mentioned *having been* to London last year. – Ви згадували перебування в Лондоні минулого року.

You mentioned *having been sent* to London last year. – Ви згадували, що вас посилали до Лондона минулого року.

Функція. Як відіменникова форма, герундій може вживатись у реченні в наступних функціях:

1) підмет: *Signing* the contract is very important. – Підписання контракту дуже важливе.
2) предикатив: Our task is *signing* this contract. – Наше завдання – підписати контракт.
3) додаток (прямий або прийменниковий): He enjoys *signing* contracts – this means that his business is expanding. – Йому подобається підписувати контракти – це означає, що його бізнес розширюється.
He insisted *on signing* this contract. – Він наполягав на підписанні контракту.
4) означення (праве або ліве): The procedure *of signing* the contract took little time. The *signing* procedure took little time. – Процедура підписання контракту зайняла мало часу.
5) обставина (з прийменником): *After signing* the contract the parties left the office. – Після підписання контракту сторони покинули офіс.

Assignment 15. ***Complete the sentences using Active or Passive gerunds.***
1. He looked forward to *запрошувати гостей* / *бути запрошеним*. 2. She prefers *розповідати новини сама* / *коли їй розповідають новини*. 3. Do you remember *відвідувати їх?* / *коли вас відвідували?* 4. I don't mind *відправити листа негайно* / *щоб листа було відправлено негайно*.

Assignment 16. ***Translate the sentences into Ukrainian. State the functions of the gerund.***
1. Operating a night club is a difficult task. 2. After delivering the food we received full payment for it. 3. We are interested in receiving your new samples. 3. I suggest discussing the terms of payment. 4. This point of discussing is very important. 5. The braising technique is very necessary. 6. Our task is improving the quality of foodserved. 7. Before signing the contract we must discuss some problems. 8. I prefer buying goods in this delicatessen. 9. It is no use boiling this meat. 10. Setting up a new restaurant here is a big problem.

***** Складність англійської мови полягає в тому, що після дієслова може вживатись інша дієслівна форма, тобто після **присудка** вживається **додаток** виражений герундієм або інфінітивом. Після деяких дієслів вживається лише герундій, після певних дієслів – лише інфінітив, а в деяких випадках можуть вживатись як інфінітив, так і герундій, причому зміст речення може бути різний в залежності від вжитої форми. Приклад:
Stop *talking*! – Перестаньте розмовляти!
We stopped *to talk* about our impressions of the exhibition. – Ми зупинились, щоб поговорити про наші враження від виставки.

Герундій у функції **прямого додатку** вживається після таких дієслів: to avoid – уникати; to dislike – не любити; to be busy – бути зайнятим; to enjoy – захоплюватись; to excuse – вибачати; to need – мати потребу; to mind – бути проти, суперечити; to finish – закінчувати; to forgive – вибачати; to practice – практикувати; to prefer - надавати перевагу; to risk – ризикувати; to remember –

пам’ятати; to suggest – пропонувати; to be worth – бути вартим; to understand – розуміти, та деякі інші. Приклад:
Excuse my *interrupting* you. – Вибачте, що я вас перебиваю.
His plan **needs** *considering*. – Його план потребує обговорення.

***** Герундій – це єдина віддієслівна форма, що може вживатися з прийменником. Тому **герундій** у функції **прийменникового додатку** вживається після дієслів, прикметників та деяких виразів, що вимагають прийменник: to be afraid of – боятися чогось; to blame for – звинувачувати у чомусь; to depend on – залежати від чогось; to be interested in – бути зацікавленим у чомусь; to be engaged in – бути залученим до чогось; to be fond of – любити щось; to look forward to – з нетерпінням чекати чогось; to be responsible for – бути відповідальним за щось; to rely on – покладатися на щось/когось; to be tired of – бути втомленим від чогось/когось; to thank for – дякувати за щось; to object to – заперечувати проти чогось та деякі інші.

Assignment 17. ***Make up 5 sentences from each table and translate them.***

I	insisted on	delivering the goods
He/She	objected to	concluding the agreement
We	agreed to	hiring a new employee
You	thought of	purchasing these goods
They	succeeded in	giving them a discount

I	suggested	investing money in equipment
He/She	finished	conducting marketing research
We	enjoyed	obtaining information about new products
You	started	improving the competitive status of the product
They	continued	issuing stock

	opening new markets	I	used credit cards.
After	rendering services	he/she	received full payment.
Before	paying for the goods	we	attracted foreign technologies.
On	producing new cars	you	got many opportunities.
	delivering the goods	they	met the customers’ requirements.

Assignment 18. ***Answer the following questions using the gerund (formed from the infinitive in brackets) with the preposition.***

1. What are you looking forward to? – (to see my friends tonight, to go to the sea in summer, to visit some places of interest in Paris, your variant). 2. What are you fond of doing? – (to play music, to read fantasy books, to draw pictures, to take part in amateur performances, to drive a car, your variant). 3. What are managers responsible for? – (to plan, to organize, to lead, to control). 4. What are multinational companies engaged in? – (to conduct business abroad). 5. What activities do you quickly become tired of? – (to work with the computer, to read for exams, to discuss boring problems, to do monotonous work, your variant). 6. What do people usually thank for? – (to help somebody, to provide information, your variant).

Assignment 19. ***Complete the following sentences using the gerund.***
1. They insisted on … . 2. We are looking forward to … . 3. I enjoyed … . 4. It is no use … . 5. The company objected to … . 6. He didn't think of … . 7. These goods are worth … . 8. We are used to … . 9. Who was responsible for …? 10. Our enterprise is interested in … .

Assignment 20. ***Transform the following sentences using the gerund instead of italicized words.***
1. We think *we'll sign a contract* with this company. 2. *After we concluded the agreement* we received new equipment. 3. *Before they shipped the goods* they tested them. 4. I'm sorry *that I didn't pay for the goods* in time. 5. I thank you *that you gave me a discount*

Assignment 21. ***Translate into English using the gerund.***
1. Ці товари варто експортувати. 2. Ми почали виготовляти нове обладнання. 3. Вони продали товари, не гарантуючи їх якості. 4. Після того, як ми обговорили умови контракту, ми вирішили його підписати. 5 Замість того, щоб продавати сировину, ви можете використовувати її для виготовлення нової продукції. 6. Він зацікавлений у купівлі акцій цієї компанії. 7. Припиніть сперечатися і почніть працювати! 8. Він наполягав на покупці нового автомобіля. 9. Бухгалтер втомився від підготовки балансового звіту. 10. Ми з нетерпінням чекаємо поїздки закордон.

UNIT 26

INTERNATIONAL BUSINESS

Grammar: Complexes with Gerund

Assignment 1. ***Read and learn the following words and phrases.***
to conduct (a business) – вести (справи), керувати (бізнесом);
syn. to operate, to run (a business);
to acquire – набувати, отримувати;
world-wide scale – світовий масштаб;
to expand – зростати, розширятися, розвиватися;
globalization – глобалізація; **global strategy –** глобальна стратегія;
to comprise – складатися (з), охоплювати;
consideration – міркування;
motivation – мотивація, спонукання, мотив;
to engage (in) – залучатися (до), долучатися (до);
to diversify – урізноманітнювати, диверсифікувати;
option – 1)вибір, право вибору; 2) предмет вибору, варіант;
visibles (visible exports/imports) – видимі статті (експорту/імпорту);
opp. **invisibles –** невидимі статті;
investment – інвестиція;
direct investment – пряма інвестиція;
portfolio investment – портфельна інвестиція;
investment pattern – структура інвестицій;
joint venture – спільне підприємство;
subsidiary – філія, дочірня компанія;
barrier – перешкода, бар'єр; **trade barrier –** перешкоди торгівлі;
to influence – впливати;
balance of payments – платіжний баланс;
monetary exchange rate – курс обміну грошей;
legislation – законодавство;
to encourage – заохочувати;
technology transfer – передача технологій;
unique – унікальний.

Assignment 2. ***Read and translate the text.***

INTERNATIONAL BUSINESS

Business can take many different forms and can be **conducted** at different levels. Based on the level of business activity business may be defined as either domestic, international or multinational. If business **acquires** all its resources and sells all its products within a single country it is considered a domestic business. Although international business is also based in a single country it acquires a meaningful share of its resources and revenues from other countries. A multinational business **operates** on the **world-wide scale** regardless of national borders.

More and more domestic businesses decide to enter international markets and become international, while international companies **expand** and become multinational (transnational). This phenomenon is called **globalization** – the evolution of economy that **comprises** interrelated markets. The decision to adopt a **global** or nationally focused **strategy** depends upon both markets and technological **considerations**.

There are three primary motivations for firms to **engage in** international business: 1) to expand sales; 2) to acquire resources; 3) to **diversify** sources of sales and supplies. When a business decides to expand internationally , i.e. adopts a global strategy, it may choose among several options, including importing or exporting merchandise (**visibles**), service exports and imports (**invisibles**), **foreign investment** in the form of either **direct** or **portfolio investments**, setting up **joint ventures** or **subsidiaries.**

Although many mechanisms exist for promoting the growth of international business, there are also many **barriers** to doing business abroad. The major factors causing changes in world trade and **investment patterns** are economic conditions, technology and political relations.

The economic factor that **influences** the decision to engage in business beyond national borders includes the level of economic development in various countries, the presence of adequate infrastructure, a country's **balance of payments** and **monetary exchange rates**. The political element is associated with the degree of political risk concerning a particular country, **trade barriers** erected by governments, **legislation encouraging** foreign business investments. The technological factor includes various methods of **technology transfer**.

A considerable amount of international business is conducted by multinational corporations though midsize and even small companies may also engage, especially when they offer a **unique** product and/or good value.

Assignment 3. ***Answer the following questions.***

1. How do we differentiate between domestic, international and multinational business?
2. What is the usual way of business expansion?
3. What are the primary motivations for firms to become international?
4. Through what mechanisms can business become international?
5. What factors cause changes in world trade and investment pattern?
6. What economic factors influence the decision to become international?
7. What is the essence of political element that causes changes in world trade and investment pattern?
8. In what cases do midsize and small companies engage in international business?

Assignment 4. ***Translate into English.***

Рівень бізнесової діяльності; значна частка; незважаючи на ...; приймати глобально/національно спрямовану стратегію; прямі або портфельні інвестиції; сприяти зростанню міжнародного бізнесу; структура світової торгівлі та інвестицій; відповідна інфраструктура; ступінь політичного ризику.

Assignment 5. ***Translate into Ukrainian.***
Within a single country**;** to operate on the world-wide scale; to enter international markets; interrelated markets; primary motivation; to choose among several options; beyond national borders; concerning a particular country; midsize company.

Assignment 6. ***Match and learn the synonyms.***
A: option, venture, expand, conduct, acquire, merchandise, subsidiary;
B: grow, get, branch, choice, goods, enterprise, operate.

Assignment 7. ***Substitute the words in italics for their synonyms.***
1. Who helps you *to operate* your business? 2. We've decided to set up a *branch* in this region. 3. Where do you *get* financial resources from? 4. This *merchandise* sells well. 5. While planning to set up a new *enterprise* conduct a thorough marketing research. 6. We were given three *choices* to consider. 7. When business *grows* there is a need to hire more specialists.

Assignment 8. ***Match and learn the opposites.***
A: meaningful, expand, encourage, adequate, unique, domestic;
B: foreign, shrink, common, meaningless, discourage, inadequate.

Assignment 9. ***Substitute the words in italics for their opposites so that the sentences make sense.***
1. The production of these high-quality goods needs *inadequate* technology. 2. As the demand for our products has increased we are going *to shrink* our business. 3. She is doing her best *to discourage* her son in his studies. 4. We must not adopt this idea; it seems *meaningful.* 5. The company was given a *common* chance to invest in this project. 6. Multinational companies operate in *domestic* markets.

Assignment 10. ***Here is a list of words that are used in many languages, the so-called internationalisms. Read them aloud; group them into two groups: general terms, e.g. form, and economic terms, e.g. export. Mark those that belong to both groups.***
Adequate, balance, barrier, business, company, corporation, economy, evolution, export, factor, firm, focus, form, globalization, import, infrastructure, international, investment, mechanism, method, motivation, multinational, option, phenomenon, product, resource, risk, strategy, technology.

Assignment 11. ***Complete the sentences using the proper words from the list below: visible exports and imports, direct foreign investment, trade barriers, operate, political risk***
1. Domestic businesses … within a single country. 2. To protect domestic businesses from foreign competition the government can erect … 3. When the company considers entering a particular foreign market it has to evaluate the degree of … concerning this country. 4. … is one of the means of expanding internationally. 5. Goods that leave or enter the country are often referred to as … .

Assignment 12. ***On the basis of the text define the following terms.***
domestic business, international business, multinational business, globalization.

Grammar: Complexes with Gerund / Герундіальний комплекс

Перша частина герундіального комплексу – іменник у присвійному відмінку або присвійний займенник, друга частина – герундій, що виражає дію, яку виконує особа чи предмет, позначений першою частиною комплексу.
e.g. I heard of their improving the quality of their goods. – Я чув, що вони покращують якість своїх товарів.

Герундіальний комплекс становить один складний член речення і в реченні може бути: 1) підметом e.g. Your being appointed to the post of manager was unexpected. – Те, що вас призначили на посаду менеджера, було несподіваним.
2) додатком e.g. I insist on his delivering the goods at once. – Я наполягаю, щоб він доставив товари негайно.
3) означенням e.g. We do not know the reason of their canceling the order. – Ми не знаємо причини їх скасування замовлення.
4) обставиною e.g. After my having signed the document they sent it to the customer. – Після того, як я підписав документ, його відправили клієнту.

Assignment 13. ***Make up 5 sentences from the following table.***

I	insisted on	my	concluding the agreement
He/She	Looked forward to	his/her	preparing a new balance sheet
We	thought of	our	realizing the importance of the problem
You	objected to	your	setting up a new joint venture
They	relied on	their	conducting another auditing procedure

Assignment 14. ***Translate the sentences with gerundial complexes***.
1. We objected to their packing the goods in boxes. 2. They told us of the firm's exporting the cars to our country. 3. Our future contract depends on their delivering the goods in time. 4. We are interested in foreign companies' participating in our project. 5. He prefers their investing money in our plant. 6. She thought of the managers' giving orders to the employees. 7. We are looking forward to his changing the delivery terms. 8. They don't mind our concluding the agreement tomorrow. 9. I rely on the company's improving the quality of their equipment. 10. The manager agreed to my applying a new strategy.

Assignment 15. ***Combine the sentences using gerundial complexes as in the model.***
Model: They suffered big losses. I am surprised at it. – I am surprised at their having suffered big losses.
1. Nick passed his exam in Economics perfectly well. His father is proud of him. 2. This project failed. I am surprised at it. 3. Our partners will come in time. I am sure

of it. 4. They will conclude a profitable agreement soon. I am pleased with it. 5. Our company won a tender. We are proud of it. 6. Our suppliers didn't bring the order. I am surprised at it.

Assignment 16. ***Translate into English using the gerundial complexes.***
1. Вони не заперечують, щоб наша фірма продавала товари за кордон. 2. Я наполягаю на тому, щоб ви покращили якість товарів. 3. Успіх нашої роботи залежить від того, чи ми залучимо нові технології. 4. Менеджер з нетерпінням чекав, коли ми знайдемо нового службовця. 5. Пробачте, що ми підвищили ціни на товари. 6. Я здивована, що компанія збанкрутувала. 7. Ми впевнені, що вони підпишуть контракт. 8. Наш керівник пишається, що його підрозділ досяг поставленої мети. 9. Дякуємо, що ви замовили обладнання завчасно. 10. Підприємець був задоволений, що отримав великі прибутки.

*** Герундій або інфінітив? (Gerund vs. Infinitive)**
Складність англійської мови полягає в тому, що після дієслова може вживатись інша дієслівна форма, тобто після **присудка** вживається **додаток**, виражений **герундієм** або і**нфінітивом**. Після деяких дієслів вживається лише герундій, після певних дієслів – лише інфінітив, а в деяких випадках можуть вживатись як інфінітив, так і герундій, причому зміст речення може бути різний в залежності від вжитої форми. Порівняйте:
Stop **talking**! – Перестаньте розмовляти. (**talking –** gerund)
We stopped **to talk** about our impressions of the exhibition. – Ми зупинились, щоб поговорити про наші враження від виставки. (**to talk** – infinitive)

1. Лише герундій вживається **після дієслів**: *to avoid* – уникати; *to dislike* – не любити; *to delay* – відкладати*; to deny* – заперечувати; *to enjoy* – захоплюватись; *to excuse* – вибачати; *to need* – мати потребу; *to mind* – бути проти, суперечити; *to finish* – закінчувати; *to forgive* – вибачати; *to practice* – практикувати; *to prefer* – надавати перевагу; *to risk* – ризикувати; *to postpone* – відкладати; *to suggest* – пропонувати; *to understand* – розуміти, та деяких інших.
e.g. *Excuse* **my interrupting** you. – Вибачте, що я вас перебиваю.
His plan *needs* **considering.** – Його план потребує обговорення.

2. Випадки вживання як **герундія,** та і **інфінітива (різні значення речень)**.
1) Після дієслів *advise* – радити, *allow/permit* – дозволяти*, forbid – заборонятu*, *recommend* – рекомендувати: використовується **інфінітив,** якщо **вказаний адресат** – той, кому щось заборонено чи дозволено; той, хто отримує пораду / рекомендацію. Якщо **адресат не вказується –** використовується **герундій.** Порівняйте**:**
e.g. We don't *permit* people **to smoke** here. (people – адресат дії, отже вживаємо інфінітив **to smoke)**
We don't *permit* ***smoking*** *here* (адресат дії не вказаний, отже вживаємо герундій **smoking)**

2) Після дієслів *to remember* – пам'ятати, згадувати; *to forget* – забувати + **інфінітив** речення набуває змісту «пам'ятати / не забути виконати заплановану дію»:
e.g. Don't *forget* **to lock** the door. – *Не забудь* **зачинити** двері**.**
To remember / to forget + **герундій** означає «пам'ятати / не забути дію, яка була зроблена в минулому»:
e.g. I will always *remember* **working** with you. – Я завжди *пам'ятатиму***,** що я **працював** з вами.
3) Дієслово *to regret* + **інфінітив** використовується, коли повідомляють погані новини:
e.g. I *regret* **to say** that the company sustained losses. – *На жаль,* я **повинен сказати**, що компанія понесла збитки.
To regret + герундій передає зміст «жалкувати, що якась дія була зроблена в минулому»:
e.g. I *regret* **saying** this to you. – Мені *жаль*, що я **сказав** вам це.
4) Дієслово *to stop*+ **інфінітив** означає «зупинитись, щоб виконати дію»:
e.g. He *stopped* **to read** the advertisement. – Він зупинився, щоб прочитати рекламу.
To stop + **герундій** означає «припинити якусь дію»:
e.g. He *stopped* **reading** advertisements. – Він *перестав* **читати** реклами.
5) Після дієслів *to deserve* – заслуговувати, *to require* – вимагати, *to want/to need* – потребувати: вживаються як інфінітив, так і герундій. Проте, герундій вживається в активному стані з пасивним значенням. Українською мовою перекладається як «потрібно + інфінітив / іменник»:
e.g. This procedure *needs* **improving. –** Цю процедуру *потрібно* **вдосконалити**./ Ця процедура *вимагає* **вдосконалення.**

3. В багатьох випадках вживання як інфінітива, так і герундія не змінює зміст речення:
e.g. We continue **to work/working** at this project. – Ми продовжуємо **працювати** над цим проектом.

Assignment 17. ***Divide the words into two categories: a) those generally followed by the infinitive; b) those generally followed by the gerund. Some verbs may appear in both categories, depending on their meaning.***
Avoid, allow, remember, regret, stop, risk, forgive, forbid, suggest, understand, expect, consider, refuse, start, hope, learn, plan, postpone, imagine, involve, advise.

Assignment 18. ***Choose the correct way of completing each sentence.***
1. Do you remember (to go/going) to the bank last Monday? 2. It's difficult (to make/making) long-term plans. 3. I remember (to meet/ meeting) your boss at the conference. 4. We've made an agreement (to work/working) together. 5. We usually avoid (to discuss/discussing) this subject. 6. It's no use (to explain/explaining) him our problem. 7. He gave up the idea of (to hear/hearing) from his business partner. 8. She has an awful habit of (to interfere/interfering) in other people's business. 9. This

job is not worth (to take, taking). 10. The problem was too difficult (to solve, solving).

Assignment 19. ***Put the verbs in brackets into the correct form (gerund or infinitive).***

1. I have no intention of (to accept) this invitation. 2. He made a lot of money by (to trade) in the Stock Exchange. 3. After (to discuss) the problem for an hour the committee made a decision. 4. She was the last (to leave) the office. 5. We thanked him for (to solve) our problem so quickly. 6. I expected the boss (to keep) his promise. 7. I wish (to see) the senior manager. 8. He expects me (to lend) him some money but I have no intention of **(**to do**)** it. 9. He used (to work) more efficiently when he was younger. 10. On (to hear) the news he got very angry. 11. She avoided (to speak) to the secretary. 12. A really prestigious job is worth (to look) for.

Assignment 20. ***Translate into English using a gerund or infinitive.***

1. Мені прикро, що я запізнився. 2. Всі знають, що наш бос дуже прогресивна людина. 3. Чи можу я покластися на те, що ви владнаєте цю справу? 4. Я не розумію, чому він ухиляється від розмови про це. 5. Я з нетерпінням очікував на інтерв'ю. 6. Пізно сперечатися про це. Вже нічого не можна змінити. 7. Я не ризикнув запропонувати йому цю роботу. 8. Він зацікавився працівником, який відповідає за складання фінансових звітів на фірмі. 9. Єдине, що вам потрібно зробити – це скласти бізнес-план. 10. Я пам'ятаю, що бачив цю рекламу в газеті.

UNIT 27

INTERNATIONAL TRADE

Grammar: Participle: Form and Function

Assignment 1. ***Read and learn the following words and phrases.***
barter – бартер;
intricate mechanism of transactions – складний механізм угод;
item – стаття (імпорту, експорту); виріб;
insurance – страхування;
expenditure – витрати; syn. **expenses**;
specialize – спеціалізуватись; **specialization –**спеціалізація;
commercial activity – торгівельна діяльність;
labour force skills – кваліфікація робочої сили;
special conditions – особливі умови;
advantage – перевага; **absolute advantage –** абсолютна перевага;
comparative advantage – відносна перевага;
balance of trade – торгівельний баланс;
value – вартість, цінність;
balance of payments – платіжний баланс;
capital transfer – переказ капіталу;
favourable – сприятливий; opp. **unfavourable -** несприятливий;
deficit – нестача, дефіцит;
surplus – надлишок, профіцит;
reverse case – протилежний випадок;
terms of trade – умови торгівлі; співвідношення імпортних та експортних цін;
on a global scale – у світовому масштабі.

Assignment 2. ***Read and translate the text.***

INTERNATIONAL TRADE

The history of trade is largely the history of civilization. First it was what we call **barter**, a simple exchange of goods. International trade has now developed into an **intricate mechanism of transactions**. Today trade is not confined to visible exports and imports of goods but also includes invisible **items** like services, transportation, **insurance**, **expenditure** by tourists, etc.

Countries usually **specialize** in certain products and commercial activities. This **specialization** depends on such factors as differences in climate, natural resources, **labour force skills** and technology. These **special conditions** give one country an **advantage** over others in producing certain goods or services.

A country has **absolute advantage** if it produces the goods that no other nation is able to produce. A country has a **comparative advantage** in a certain product if it is produced more efficiently and at lower cost. Nations usually specialize in those goods

and services in which they have the greatest comparative advantage and exchange their **surplus** for things they need and want but do not produce themselves.

When countries engage in international trade they express their agreement to specialize in order to produce more of certain goods or services. Countries that trade can together produce more goods and services than they could in the absence of trade.

The **balance of trade** indicates the difference between the total value of a country's imports and exports of visible items (goods). The balance of trade is an important part of the **balance of payments**, which also includes invisible items and **capital transfers** from one country to another. If the total value of the goods imported (visibles) is higher than that of the goods exported, the balance of trade is bad (adverse or **unfavourable)**, that is to say it shows a **deficit**. If the **reverse case** is true, the balance of trade is good or **favourable** and it shows a **surplus**. Invisible items can cover the deficit of the balance of trade and as a result the country will have a favourable balance of payments.

What a country can achieve in international trade is shown by the **terms of trade**. The terms of trade are the rate at which a country's exports are exchanged for its imports. Terms are said to be good or favourable to a country when the prices of its exports are high in relation to the prices of its imports, and bad or unfavourable when the reverse is the case. **On a global scale** imports must equal exports, since every good exported by one country must be imported by another.

Assignment 3. ***Answer the following questions.***

1. What was the first form of trade and does it still exist?
2. How does the concept of comparative advantage influence international trade?
3. What is the difference between visible and invisible exports and imports?
4. What does the balance of trade indicate?
5. How does the balance of payments differ from the balance of trade?
6. In what case is the balance of trade negative/ positive?
7. How can a country with the deficit of the balance of trade achieve a favourable balance of payments?
8. What do the terms of trade indicate?
9. In what case are the terms of trade considered to be good/ bad?
10. How are exports and imports balanced on a global scale?

Assignment 4. ***Translate into English.***

Простий обмін товарами; не обмежуватись чимось; переказ капіталу з однієї країни в іншу; несприятливий торгівельний баланс; дефіцитний баланс; профіцитний баланс; співвідношення; кажуть, що умови торгівлі сприятливі/несприятливі; в протилежному випадку; відносна перевага.

Assignment 5. ***Translate into Ukrainian.***

Expenditure by tourists; the total value of a country's exports and imports; if the reverse case is true; more efficiently and at a lower cost; to express agreement to specialize; to engage in international trade; that is to say; to cover the deficit; in relation to.

Assignment 6. ***Match and learn the synonyms.***
A: trade, demand, value, reverse, indicate, favourable, unfavourable;
B: price, show, commercial, good, need, bad, opposite.

Assignment 7. ***Substitute the words in italics for their synonyms.***
1. We've developed a wide *commercial* network within the western regions of the country. 2. The company *needs* modernization. In the *opposite* case it will fail. 3. The *value* of the goods imported has to be balanced against the *value* of the goods exported. 4. Last year's balance of payments *showed* a considerable surplus. 5. The climate in northern countries is *bad* for agriculture.

Assignment 8. ***Match and learn the opposites.***
A: rise, surplus, favourable, good, visible, true, absence;
B: false, fall, bad, presence; invisible, unfavourable, deficit.

Assignment 9. ***Substitute the words in italics for their opposites so that the sentences make sense.***
1. If prices *rise* people are able to buy more goods and services. 2. When a certain industry produces more goods than the population demands it creates a *deficit* which can be exported. 3. As we cannot see services or insurance they are referred to as *visibles*. 4. His plan is very efficient. I have the most *unfavourable* impression of it. 5. The chief accountant is away on business. We cannot decide this problem in his *presence*.

Assignment 10. ***Complete the sentences using the proper words from the list below: transaction, item, comparative advantage, trade, unfavourable, specialization, expenditures***
1. We are not confined to … only; we service the merchandise we sell. 2. If we produce these … at a lower cost, we'll have a … over our competitors. 3. The … we carried out last months was very profitable. 4. Barter operations still exist, but they are very … for the economy. 5. Good climate or rich natural resources determine the … of a country's economy. 6. If we attract more tourists to this region their… will increase the local budget revenues.

Assignment 11. ***On the basis of the text define the following terms:***
international trade, balance of trade, balance of payments, terms of trade, barter.

Grammar: Participle: forms and functions. Complexes with participle.
Дієприкметник (Participle) – це безособова форма дієслова, що поєднує властивості **дієслова** та **прикметника**. Як дієслівна форма дієприкметник має форми активного та пасивного стану (Active or Passive):
e.g. writing (Present Participle Active) – **being written** (Present Participle Passive)
та вказує в реченні на часове відношення до дії, позначеної присудком: одночасні ці дії чи одна передує іншій:

e.g. While **writing** the report she **used** the latest data (Present Participle – одночасність дій). – **Having written** the report she **sent** it to the Board of Directors (Perfect Participle – передування дії).

В реченні дієприкметник виконує функції, що властиві прикметнику (означення, обставина), а також функції, що властиві дієслову (предикатив)

Форми дієприкметника	Active Voice	Passive voice
Present participle	signing	being signed
Past participle	- - - - - -	signed
Perfect participle	having signed	having been signed

Функції дієприкметника:

1) частина присудка

e.g. They are *signing* the contract. The contract was *signed*.

They have *signed* the contract. The contract has been *signed***.**

2) означення

e.g. The manager *signing* the contract represents our company.

The contract *signed* yesterday is very profitable.

3) обставина (часу, причини, способу дії)

e.g. *Signing* the contract they confirmed mutual responsibilities.

Having signed the contract we agreed to meet in a year.

Assignment 12. ***Make up 5 sentences from each table.***

I	ght	consumer goods	guaranteeing high salaries
He/she	produced	Equipment	being advertised
We	sold	a product	providing high efficiency
You	red	goods	sfying the customers' needs
They	plied	a good job	ing in great demand

I	bought	the opportunities	made by the manager
He/she	introduced	for the goods	delivered by this firm
We	discussed	some goods	bought on hire purchase
You	evaluated	new products	offered by the contract
They	paid	the decisions	produced by this company

Purchasing the goods	I	provide the competitive status of the goods
Developing marketing techniques	he/she	consider new trends
Improving the quality	we	choose the best market

Introducing a new product	you	determine the customers' needs
Determining the best strategy	they	achieve organizational goals

Assignment 13. ***Define forms and functions of the participles. Translate the sentences.***

1. Signing the contract the parties agreed to meet in a year. 2. Computers being consumer durables are often bought on hire purchase. 3. Having conducted marketing research the firm introduced a new product. 4. Our sales branch is still dealing with these customers. 5. Retailers were given the opportunity to visit the company's exhibition. 6. The market for our new product has already been defined. 7. The information is stored until it is needed. 8. Writing routine reports he always uses current and relevant information. 9. Goods advertised on TV usually attract buyers' attention. 10. This enterprise is producing new cars now.

Assignment 14. ***Choose the correct form of the participle and translate the sentences.***

1. The product (introducing, being introduced, having introduced) now is supposed to be a success. 2. (Having determined, having been determined, determined) the customers' needs we modified the product. 3. When (producing, produced, having produced) new goods the manufacturer must know the potential customers. 4. The product (promoting, being promoted, having promoted) by the company is an innovation. 5. (Selecting, being selected, selected) a new market the marketer must carry out marketing research.

Assignment 15. ***Open the brackets using Present Participle or Past Participle.***

1. (To select) a new market the producer must divide it into segments. 2. The factors (to call) the 4 Ps provide the most effective choice for the consumer. 3. (To encourage) private enterprise government promotes market efficiency. 4. When (to lack) raw materials the country imports them from other countries. 5. We buy goods (to offer) by small businesses.

Assignment 16. Transform the following sentences using participle phrases instead of the subordinate ***clauses as in the model.***

Model: The firm sent us material *which describes the manufacturing program of the company.* – The firm sent us material *describing* the manufacturing program of the company.

1. *After we had concluded the agreement with the company* we received new equipment. 2. *When the producer introduces a new product* he must know its competitive status. 3. The goods *which were bought in this shop* are of high quality. 4. The retailer *who performs many necessary functions* helps both the wholesaler and the customer. 5. They will provide the components at prices *which were quoted in their latest offer*.

Assignment 17. ***Translate into English.***
1. Проглядаючи каталог, ми вирішили купити обладнання, яке було зображено в ньому. 2. Проглянувши каталог, ми вирішили замовити нове обладнання для нашої компанії. 3. Мій брат вчиться в інституті, що готує спеціалістів з економіки. 4. Товари, які виробляються цим підприємством, будуть користуватися великим попитом. 5. Ми обговорили умови, запропоновані контрактом. 6. Проводячи ринкове дослідження, ми визначаємо потреби покупців. 7. Продавши товари, фірма забезпечила їх доставку.

*** Герундій або дієприкметник? (Gerund vs. Participle)**
Герундій у формі **Indefinite Active** співпадає з **Present Participle Active** не тільки ззовні, але й за функцією – вони обидва можуть бути **означеннями** до іменників, причому обидва можуть стояти **перед іменником** (зліва). Дуже важливо відрізняти герундій від дієприкметника, оскільки від цього залежить правильне розуміння змісту. **Present Participle** виражає дію, яку виконує особа або предмет, позначений іменником, і відповідає на питання **what is the object doing?**, тоді як **Gerund** виражає призначення предмета, позначеного іменником, і відповідає на питання **what is the object used for?** Порівняйте:
a **writing** *man* – a *man* who **is writing** – чоловік, що пише (**writing – Present Participle**);
a **writing** *table* – a *table* **for writing** – стіл для письма, письмовий стіл (**writing – Indefinite Gerund**).

Assignment 18. ***Analyze the following word combinations and explain what part of speech the -ing forms are – Present Participle or Gerund. Use 5 of them in the sentences of your own.***
A forming stage, a connecting link, a planning process, a conflicting issue, punishing measures, a relating activity, a demanding situation, a practicing doctor, a leading function, a leading team worker, an existing dilemma, a training programme.

Assignment 19. ***Translate the following word combinations.***
A dancing hall, a dancing girl; a drawing room, a drawing child; a sleeping old man, a sleeping carriage; a walking stick, a walking woman; a running river, running shoes; a sewing machine, a sewing woman.

Assignment 20. ***Put the verbs in brackets into the correct form (gerund/ infinitive/participle).***
1. They are known (to deliver) the goods last week. 2. Their (to give) a discount by the company was unexpected. 3. (To ship) the goods we received full payment. 4. The products (to be) in great demand, they increased the production. 5. They are likely (to invite) to the conference yesterday. 6. Before (to send) the inquiry we looked through the catalogues. 7. We consider the partners (to sign) the document now. 8. We bought a car on hire purchase, a great sum (to pay) at once. 9. It depends on their (to open) a new market. 10. We are supposed (to order) these items.

UNIT 28

INFORMATION SECURITY

Grammar: Complexes with Participle

Assignment 1. ***Read and learn the following words and phrases.***
information security – інформаційна безпека;
tools – інструменти, засоби;
to protect – захищати;
policy settings – налаштування політики;
to prevent – запобігти, не дозволяти;
proactively prevent – завчасно запобігати;
unauthorized – неуповноважений, несанкціонований;
to evolve – розвиватись, еволюціонувати;
evolving field – поле, що розвивається;
network – мережа;
sensitive information – конфіденційна інформація;
disruption – зрив, підрив;
to disrupt – порушити, зірвати;
destruction – знищення, руйнування;
to ensure the safety – забезпечити безпеку;
data – дані, відомості, інформація;
intellectual property – інтелектуальна власність;
consequences – наслідки;
theft – крадіжка;
data tampering – підробка даних;
data deletion – видалення даних;
tangible cost – матеріальна вартість;
to detect – виявляти, відслідковувати;
phishing – фішинг (вид шахрайства, метою якого є виманювання в довірливих або неуважних користувачів мережі персональних даних клієнтів онлайнових аукціонів, сервісів із переказу або обміну валюти, інтернет-магазинів);
malware – шкідливе програмне забезпечення;
malicious insiders – зловмисні інсайдери;
ransomware – програми-вимагачі, віруси-вимагачі (шкідливе програмне забезпечення, яке блокує пристрій або шифрує його вміст, вимагаючи гроші у жертв);
integrity – цілісність;
availability – доступність;
to implement – реалізувати, здійснювати, застосовувати;
measure – захід;
accessible – доступний;
addition – додавання;
alteration – зміна, модифікація;
application – додаток, застосунок;

scope – масштаб;
interchangeably – взаємозамінно;
endpoint security – безпека кінцевих точок (таких як персональні комп'ютери або сервери);
data encryption – шифрування даних;
threat – загроза;
server failure – помилка сервера;
to mitigate – пом'якшити.

Assignment 2. ***Read and translate the following text.***

WHAT IS INFORMATION SECURITY (INFOSEC)?

Information security (sometimes referred to as InfoSec) covers the **tools** and processes that organizations use **to protect** information. This includes **policy settings** that **prevent unauthorized** people from accessing business or personal information. InfoSec is a growing and **evolving field** that covers a wide range of fields, from **network** and infrastructure security to testing and auditing.

Information security protects **sensitive information** from unauthorized activities, including inspection, modification, recording, and any **disruption** or **destruction**. The goal is **to ensure the safety** and privacy of critical **data** such as customer account details, financial data or **intellectual property**.

The **consequences** of security incidents include **theft** of private information, **data tampering**, and **data deletion**. Attacks can **disrupt** work processes and damage a company's reputation, and also have a **tangible cost**.

Organizations must allocate funds for security and ensure that they are ready **to detect**, respond to, and **proactively prevent**, attacks such as **phishing**, **malware**, viruses, **malicious insiders**, and **ransomware**.

The three principles of information security are confidentiality, integrity and availability. Every element of the information security program must be designed **to implement** one or more of these principles. Together they are called the CIA Triad.

Confidentiality measures are designed to prevent unauthorized disclosure of information. The purpose of the confidentiality principle is to keep personal information private and to ensure that it is visible and **accessible** only to those individuals who own it or need it to perform their organizational functions.

Integrity includes protection against unauthorized changes (**additions**, deletions, **alterations**, etc.) to data. The principle of integrity ensures that data is accurate and reliable and is not modified incorrectly, whether accidentally or maliciously.

Availability is the protection of a system's ability to make software systems and data fully available when a user needs it (or at a specified time). The purpose of availability is to make the technology infrastructure, the **applications** and the data available when they are needed for an organizational process or for the customers of an organization.

Information security differs from cybersecurity in both **scope** and purpose. The two terms are often used **interchangeably**, but more accurately, cybersecurity is a

subcategory of information security. Information security is a broad field that covers many areas such as physical security, **endpoint security**, **data encryption**, and network security. It is also closely related to information assurance, which protects information from **threats** such as natural disasters and **server failures**.

Cybersecurity primarily addresses technology-related threats, with practices and tools that can prevent or **mitigate** them. Another related category is data security, which focuses on protecting an organization's data from accidental or malicious exposure to unauthorized parties.

Assignment 3. ***Answer the following questions.***

1. How can you define information security?
2. What does InfoSec include?
3. What is the goal of InfoSec?
4. What do the consequences of security incidents include?
5. What should organizations ensure?
6. What are the three principles of information security?
7. What is the purpose of the confidentiality principle?
8. What is integrity?
9. What is availability?
10. How does information security differ from cybersecurity?

Assignment 4. ***Translate into English.***

Інформаційна безпека; конфіденційна інформація; забезпечити безпеку; викрадення особистої інформації; підробка і видалення даних; інтелектуальна власність; матеріальна вартість; завчасно запобігти; фішинг; шкідливе програмне забезпечення; безпека кінцевих точок.

Assignment 5. ***Translate into Ukrainian.***

policy settings; accessing business or personal information; critical data; customer account details; disrupt work processes; damage a company's reputation; protection against unauthorized changes; additions, deletions, alterations; accurate and reliable data; used interchangeably; technology-related threats.

Assignment 6. ***Match and learn the synonyms.***

A: unauthorized, accessible, to prevent, data, deletion, sensitive, availability, purpose;

B: removal, to stop, delicate, goal, information, available, accessibility, unsanctioned.

Assignment 7. ***Substitute the words in italics for their synonyms.***

1. Every organization must protect its *sensitive* information from *unsanctioned* actions. 2. Integrity includes protection against *deletion* of any important *data*. 3. *Availability* is the protection of a system's ability to make software systems and data fully *available* when a user needs it. 4. Information security *prevents unauthorized* people from accessing business or personal information. 5. The *purpose* of the confidentiality principle is to keep personal *information* private.

Assignment 8. ***Match and learn the opposites.***
A: consequence, confidential, insider, addition, availability, authorized, security;
B: outsider, deletion, insecurity, cause; inaccessibility, unauthorized, public.

Assignment 9. ***Substitute the words in italics for their opposites so that the sentences make sense.***
1. The *causes* of their malicious actions were very bad. 2. Only *outsiders* should know this *public* information. 3. *Authorized addition* of data as well as its *deletion* will lead to inaccurate data. 4. Information *insecurity* covers the tools and processes that organizations use to protect information. 5. *Inaccessibility* means that the company's technology infrastructure, its applications and data are available when they are needed for an organizational process or for its customers.

Assignment 10. ***Match the words to their definitions.***

ransomware	malicious software, which is intentionally designed to cause disruption to a computer, server, client, or computer network, leak private information, gain unauthorized access to information or systems, deprive access to information, or which unknowingly interferes with the user's computer security and privacy.
phishing	the practice of securing endpoints or entry points of end-user devices such as desktops, laptops, and mobile devices from being exploited by malicious actors and campaigns.
malware	a security method that translates data into a code, or ciphertext, that can only be read by people with access to a secret key or password.
endpoint security	a type of malicious software designed to block access to a computer system until a sum of money is paid.
data encryption	the protection of the underlying networking infrastructure from unauthorized access, misuse, or theft.
network security	the practice of tricking Internet users (as through the use of deceptive email messages or websites) into revealing personal or confidential information which can then be used illicitly.

Assignment 11. ***Complete the sentences using proper words from the list below: integrity, to protect, reputation, data encryption, principles, unauthorized, threats, confidentiality, available, cybersecurity.***
1. It is the goal of information security _____ personal and business information. 2. Confidentiality, integrity and availability are the three _____ of information security. 3. An important element of our relationship is _____. 4. These data are _____ on the server, you can consult them whenever needed. 5. Information security and _____ are often used interchangeably. 6. Cybersecurity primarily addresses technology-related _____. 7. Sensitive information must be protected from _____ activities. 8. _____ includes protection against unauthorized

changes to data. 9. Attacks can disrupt work processes and damage a company's _____. 10. A security method that translates data into a code is called _____.

Assignment 12. ***Translate into English.***

1. Метою інформаційної безпеки є захист критично важливої інформації фірми від загроз та забезпечення її конфіденційності, цілісності і доступності. 2. Неавторизовані люди не повинні отримувати доступ до конфіденційної комерційної інформації. 3. Організації повинні захищати персональні дані від неавторизованих змін. 4. Ця інформація засекречена, до неї немає доступу неавторизованим користувачам. 5. Надійні та достовірні дані повинні бути доступними лише уповноваженим працівникам. 6. Наслідки інцидентів безпеки включають крадіжку особистої інформації, підробку і видалення даних та можуть пошкодити репутацію фірми чи призвести до значних фінансових втрат. 7. Інструменти та процеси, які організації використовують для захисту інформації запобігають вільному доступу до ділової чи особистої інформації. 8. До конфіденційної інформації відносять дані облікового запису клієнта, фінансові дані та інтелектуальну власність. 9. Наша компанія вжила багато заходів, щоб не допустити розкриття конфіденційної інформації. 10. Важливу інформацію не можна модифікувати, навмисно чи випадково.

Grammar: Complexes with Participle/ Дієприкметникові звороти

*** Об'єктний дієприкметниковий зворот (the Objective Participle Complex)** складається з іменника у загальному відмінку або займенника в об'єктному відмінку та дієприкметника. В реченні зворот виконує роль **складного додатка (Complex Object).** Зворот вживається:

1) після дієслів що виражають сприймання за допомогою органів чуття (вживаються Present Participle або Past Participle):

e.g. She *heard* **them discussing** the outcome of downsizing

На відміну від об'єктного інфінітивного звороту, що лише констатує факт, об'єктний дієприкметниковий зворот підкреслює процес, тривалість дії.

2) після дієслів, що виражають бажання та процеси мислення (вживається Past Participle): **e.g**. He wants **the goal attained.**

3) після дієслів **to have, to get.** В таких реченнях дієприкметник виражає дію, яка виконувалась не підметом, а для підмета або над ним (вживається Past Participle): **e.g.** They got **their span of control widened**.

Українською мовою об'єктний дієприкметниковий зворот перекладається підрядним реченням.

e.g. I saw **you talking** to your colleague. – Я бачив, як ти розмовляв з колегою.

Assignment 13. ***Make up 5 sentences from each table.***

I	saw	the manager	planning the information security.
You	noticed	my colleagues	doing unauthorized things.
He	found	their partners	explaining the rules.

We They	watched felt	them him	agreeing on the design. protecting sensitive information.
I He She We They	want considers believe wants wish	the company his son the employees terms of trade the contract	signed by the end of February. accepted more responsibilities. changed. helped him. downsized.

Assignment 14. ***Transform the following complex sentences into simple ones using the Objective Participle Complex as in the model.***

Model: I saw them **as they were working on their report**. – I saw them **working on their report**.

1. I saw him as he was sending the order. 2. We watched them as they were conducting marketing research. 3. The manager observed the employees as they were protecting the server. 4. I saw the auditor as he was completing the opinion paragraph. 5. She watched him as he was repairing equipment. 6. We saw the entrepreneur as he was meeting his partners.

*** Суб'єктний дієприкметниковий зворот (the Subjective Participle Complex)** складається з іменника у загальному відмінку або займенника у називному відмінку та дієприкметника. В реченні даний зворот виконує функцію **складного підмета (Complex Subject).** Між іменником/займенником та дієприкметником стоїть присудок, який формально узгоджується з підметом (іменник/займенник) в особі й числі, а по суті є окремою частиною речення, що перекладається рідною мовою дієсловом у третій особі множини у відповідному часі. Смислове відношення між іменником/займенником та дієприкметником подібне до відношення між підметом та присудком, тому зворот перекладається українською мовою підрядним реченням.

e.g. He *was heard* **moving** to another town. – *Чули*, що **він переїхав** до іншого міста.

Зворот вживається з **присудком в пасивному стані**, який містить:

1) дієслова, що виражають сприймання за допомогою органів чуття (вживається Present Participle):

e.g. They *were watched* **performing** a very difficult task. – *Спостерігали*, як **вони виконували** дуже важливе завдання.

2) дієслова **to consider, to believe, to find** в значенні «вважати» (вживається Past Participle):

e.g. She *is considered* **employed** for the position of operational manager. – *Вважають*, що **вона прийнята** на посаду менеджера з питань виробництва.

Assignment 15. ***Make up 5 sentences from each table.***

The partners We Line personnel	 were	seen heard watched	entering the conference hall. advising on marketing matters. designing a new brand image.

Managers Specialists		noticed observed	discussing the company downsizing. holding secret negotiations.
The goal Projects The design Our conditions The work	 was were	 considered believed found	finished. elaborated. accepted. achieved. postponed.

Assignment 16. ***Transform the following sentences using the Subjective Participle Complex as in the model.***

Model: They **heard as he was supporting** a conservative point of view on federal social programs. – **He was heard supporting** a conservative point of view on federal social programs.

1. Somebody overheard us as we were sharing information. 2. The manager observed as the office was working. 3. They watched as the jet was taking off. 4. They heard as we were reporting about administrative costs. 5. They saw as the partner was checking the contract. 6. They observed as employees were assisting the manager.

*** Незалежний дієприкметниковий зворот (Absolute Participle Complex)** складається з іменника або особового займенника у називному відмінку та дієприкметника. У цьому комплексі іменник або займенник виконує роль підмета по відношенню до дієприкметника і не є підметом всього речення. Зворот завжди відокремлюється комою. В українській мові відповідних зворотів немає.

Якщо зворот стоїть на початку речення, він виконує функцію обставини (часу, причини, способу дії, умови) і перекладається відповідним підрядним реченням.

e.g. *On-line communication being very important*, we installed computers in every department. – Оскільки зв'язок в реальному часі дуже важливим, ми встановили комп'ютери в кожному відділі.

Якщо незалежний дієприкметниковий зворот стоїть в кінці речення, він перекладається простим реченням, що входить до складу складносурядного, і переклад його починається із сполучників *а, і, але, причому*.

e.g. The information supplied must meet particular requirements, *accuracy being one of them*. – Надана інформація повинна відповідати певним вимогам, і точність – одна з них.

Assignment 17. ***Translate into Ukrainian.***

1. Large and small businesses operating differently, many of the same management concepts apply to each. 2. Many factors changing quickly, long-range plans are subject to revision. 3. Small businesses have the potential to respond faster to changing conditions than large businesses, small businesses being informed more properly. 4. New equipment having been purchased, the company started producing new goods. 5. The cars being very expensive, the customers buy them on hire purchase. 6. Your company improving the quality of the goods, we shall order them.

7. Larger concerns delegate responsibilities to various levels of the organization, the proprietor of a small business being involved in every aspect of the operation. 8. Joint ventures offering foreign investors direct access to the Ukrainian market, many foreign companies are interested in cooperation with our country. 9. Our company organized some new departments, staff specialists doing specific work. 10. The retailer performs many necessary functions, promotion of goods being one of them.

Assignment 18. ***Translate into English.***

1. Якщо ваші товари будуть відповідати всім вимогам, ми купимо велику партію. 2. Після того, як контракт було підписано, ми отримали нове обладнання. 3. Оскільки ваші товари користуються великим попитом, ми їх швидко продамо. 4. Коли в нашому місті відкрили новий супермаркет, його стали відвідувати всі мешканці нашого міста. 5. Ми купуємо споживчі товари тривалого вжитку в магазині, причому продавці надають нам 5% знижку. 6. Якщо ваші товари будуть продані в цьому місяці, ви зможете інвестувати гроші в нове обладнання. 7. Оскільки умови контракту задовольняли всіх партерів, ми вирішили його підписати. 8. Ця країна експортує багато товарів, але автомобілі є головною частиною експорту.

GRAMMAR REFERENCE.
ГРАМАТИЧНИЙ ДОВІДНИК.

WORD ORDER ПОРЯДОК СЛІВ У РОЗПОВІДНОМУ РЕЧЕННІ

Підмет(з означенням)→ присудок → додаток (прямий/непрямий)
(з означенням)→ обставина (способу, місця, часу дії)

☐ First-year students make reports on economic problems at their practical lessons.

Обставина (місця/часу дії)→ підмет(з означенням)→ присудок →
додаток (прямий/непрямий) (з означенням)→ решта обставин

☐ At their first lesson at college our students get acquainted with their programme of studies for the next five years.

THE TYPES OF INTERROGATIVE SENTENCES
ТИПИ ПИТАЛЬНИХ РЕЧЕНЬ

☐ General Questions
Загальні питання

Форма:
допоміжне дієслово→ підмет→ основне дієслово→ інші члени речення
Приклад:
My sister studies at Chernivtsy Institute of Trade and Economics.
Does your sister study at Chernivtsy Institute of Trade and Economics?
They are discussing our offer. – Are they discussing our offer?

☐ Special Questions
Спеціальні питання

Форма:

запитальне слово	→ допоміжне дієслово	→ підмет → основне дієслово	→ інші члени речення

Запитальні слова:

What - що, який	Which - який, котрий
Who – хто	Why - чому
Where – де	How - як
When - коли	How much (many) – скільки

Приклад:
What is your major?
Who teaches you English ?
Where do you study at?
When was your best friend born?
Why have you entered the department of economics and management?
How long has she been waiting for a bus?

How many students attend language courses at the institute?

☐ Alternative Questions

Альтернативні запитання

Форма:

Запитальне→допоміжне→підмет →основне → інші члени речення
слово дієслово дієслово

!!Сполучник **or** ставиться між однорідними членами речення.

Приклад: Is he a hotel manager or an assistant director?
Do you live in Chernivtsy or Odessa?

☐ Disjunctive question

Розділове запитання

Форма:

стверджувальне→допоміжне→ заперечна →відповідний займенник
речення дієслово частка **not**
або
заперечне речення→допоміжне дієслово → відповідний займенник

Приклад: He is a good businessman, isn't he?
Pauline doesn't work as a manager, does she?

THE PLURAL OF NOUNS МНОЖИНА ІМЕННИКІВ

Закінчення однини	Закінчення множини	Приклад	Вийнятки
-s,-ss,-x,-sh,-ch	-es	class - classes dish-dishes box-boxes	buses / busses
-f(e)→ v(e)	-es	half - halves knife - knives leaf - leaves	briefs, chiefs, sheriffs, roofs, safes, деякі інші
приголосна+y y →i	-es	baby - babies city - cities	
голосна+y	-s	boy - boys day - days	
приголосна +o	-es	hero - heroes potato - potatoes	pianos, solos, tobaccos, photos
голосна +o	-s	radios, rodeos	
особливі випадки		man - men woman - women goose - geese foot - feet	swine - swine deer - deer fish - fish sheep - sheep

		tooth - teeth mouse - mice child - children ox-oxen	series – series форма однини = форма множини
основне правило (всі інші випадки)	-s	book-books window - windows sea - seas chart - charts	

THE POSSESSIVE CASE ПРИСВІЙНИЙ ВІДМІНОК

Форма:

Закінчення іменника	Закінчення присвійного відмінка	Приклад
Дзвінкий приголосний та голосний	- 's [z]	Nelly's room Manager's office
Глухий приголосний	- 's [s]	The student's answer
-s, -ss, -x, -g(e), -sh, -(t)ch	- 's [iz]	James’s computer
Іменник у множині із закінченням - s	- '	Clients' cards
Іменник у множині без закінчення - s	- 's	Children's rooms
Складні іменники	- 's	Mother-in-law’s luggage

Вживання:

Іменник	Приклад
Назви істот	my friend's hotel
Час та відстань	last week's tourist group
Назви країн, міст, слова country, town, city, world, ocean, river	England's hospitality the town's sights
Назви планет: the sun, the moon, the earth	the sun's rays, the moon's surface
Збірні іменники типу government, party, army, crew, family, society	the government's laws the club's members

THE PRONOUN ЗАЙМЕННИК

Розряди займенників:
1. особові (personal pronouns)
2. присвійні (possessive pronouns)
3. зворотні (reflexive pronouns)
4. взаємні (reciprocal pronouns)
5. вказівні (demonstrative pronouns)
6. питальні (interrogative pronouns)
7. сполучні (conjunctive pronouns)
8. неозначені (indefinite pronouns)
9. заперечні (negative pronouns)
10. означальні (defining pronouns)
11. кількісні (quantitative pronouns)

Personal Pronouns Особові займенники

Форма

Називний відмінок (Nominative Case)	Об'єктний відмінок (Objective Case)
I – я	Me -мене, мені
He - він	Him -його, йому
She - вона	Her - її, їй
It - воно	It - його, йому, їй, її (неістоти)
We - ми	Us - нас, нам
You - ти, ви	You - тебе, тобі, вас, вам
They - вони	Them – їх

Вживання

відмінок	правило	приклад
називний	Виконує роль підмета	**He** studies economics. **We** shall become economists
об'єктний	Виконує роль додатка	He saw **me** at the lecture. Let's ask **him** a question.

Possessive Pronouns Присвійні займенники

Форма

Залежна форма Conjoint form	Незалежна форма Absolute form	Переклад
my	mine	мій, моя, моє, мої
his	his	його
her	hers	її
its	its	його, її
our	ours	наш (-а, -е, -і)

your their	yours theirs	ваш (-а, -е, -і) їхній, їхня, їхнє, їхні

Вживання

форма	правило	Приклад
Залежна	Виконує роль означення	What is **your** name? This is **our** institute.
Незалежна	Вживаються замість іменників та виконують функцію підмета або додатка	Whose bag is it?- **Mine**. My pen didn't write and she gave me **hers**.

Український займенник **свій** перекладається присвійним займенником, що узгоджується з відповідним особовим.
Приклад.
He gave **his** answer only yesterday. – Він дав свою відповідь лише вчора.
We took **our** things and went home. – Ми взяли свої речі і пішли додому.

Reflexive pronouns Зворотні займенники

Форма

особовий	зворотний	особовий	зворотний
I you he she it	myself yourself himself herself itself	we you they	ourselves yourselves themselves

Вживання

правило	приклад
В ролі додатка (українською мовою перекладається зворотним дієсловом з часткою –**ся**)	You must be careful or **you** can hurt **yourself**. **She** bought herself a **dress.**
З метою підсилення (українською мовою перекладаються займенником **сам/сама/самі**)	The President **himself** must sign the document. I can see it **myself.**
Займенник **oneself** вживається в реченнях з підметом, вираженим неозначеним займенником **one**	**One** should take care of **oneself.**

Reciprocal pronouns Взаємні займенники

Форма : **each other; one another**.
Вживання

правило	Приклад

У значенні один одного (-му) - двоє учасників дій – **each other;** - більше двох учасників дій – **one another**	They always listen to **each other**. All were looking at **one another**.

Demonstrative pronouns Вказівні займенники

Форма

однина	Множина
this – цей, ця, це; that – той, та; те;	these – ці; those – ті
such – такий; the same – той самий	

Interrogative pronouns Питальні займенники

Форма : **who, whom, what, which**

Вживання

займенник	правило	приклад
Who - хто	З назвами істот	**Who** is absent?
Whom – кого, кому	В ролі додатка	**Whom** did you see there?
What – що, який	1. З назвами неістот, тварин, абстрактних понять. 2. З назвами істот стосовно професії, занять, звання.	1.**What** are you talking about? 2. **What** are you? – I am a student.
Which – який, котрий	З назвами істот та неістот при наявності вибору.	**Which** of these languages would you like to study?

Conjunctive pronouns Сполучні займенники

Форма: **who (whom), whose, what, which, that**

Вживання

займенник	правило	Приклад
who (whom) – хто, кого; whose – чий; якого, якої	З назвами істот	He is a person **who** set up this business. She is the writer **whose** books are bestsellers.
which – який, яка, яке; які	З назвами неістот в підрядних означальних реченнях.	They answered the letter **which** they received a day before.

that – який, яка, яке; які	З назвами істот та неістот в підрядних означальних реченнях.	This is a company **that** was established by our grandfather.

Indefinite pronouns Неозначені займенники

Форма

Прості	Складені
some **any** **one**	**somebody, something, someone, somewhere, somehow** **anybody, anything, anyone, anywhere**

Вживання

займенник	правило	приклад
some - з злічуваним іменником в множині – **кілька, деякі**, **дехто**; з незлічуваним іменником - звичайно не перекладається	1.в стверджувальних реченнях; 2. в питальних реченнях, що починаються словами why, where, when, тощо; 3. в питальних реченнях, що виражають прохання або пропозицію.	1.He has some interesting ideas for a new project. 2. Where can I find some information on this topic? 3. Can you give me some advice? Will you have some more tea?
somebody-**хтось** something - **щось** someone – **хтось** somewhere - **десь** somehow - **якось**	В стверджувальних реченнях	**Somebody** left the book here **Something** has happened. **Someone** is working there. I've put it **somewhere**. **Somehow** I opened the door.
any	1.в питаннях та заперечних реченнях; 2. в стверджувальних реченнях в значенні **будь-який**.	1. Are there **any** new ideas? He didn't propose **any** plan. 2. You can take **any** book you like.
anybody anything anyone anywhere anyhow	1. в питаннях та заперечних реченнях; 2. в стверджувальних реченнях в значенні **будь-хто, будь-що, будь-де, будь-як**	1. Can you do **anything?** We didn't see **anyone** there. 2. **Anybody** can do this. Take your seat **anywhere** you like. We cannot get there **anyhow.**
one – кожен, всі	Вживається щодо людей взагалі;	**One** must keep **one's** word.

	виконує роль підмета в неозначено-особових реченнях	

Negative pronouns Заперечні займенники

Форма: **no; none, no-one, nobody; nothing; nowhere; neither.**
Вживання: в заперечних реченнях, де дієслово-присудок вживається у стверджувальній формі.

займенник	правило	приклад
no	Вживається перед іменником.	There is **no** book there.
none – ніхто; no-one – ніхто; nobody – ніхто; nothing – ніщо;	Вживається в ролі підмета або додатка.	**Nobody** answered him. He met **no-one** there. **Nothing** was done.
nowhere – ніде;	Вживається в ролі обставини.	We can find him **nowhere**
neither – жоден (з двох); ні той, ні другий	Вживається стосовно істот і неістот в ролі 1) підмета; 2) додатка; 3) означення.	I saw **neither** of them. **Neither** answer was correct.

Defining pronouns Означальні займенники

Форма: **all; both; each, every; everybody, everyone; everything; either; another, other**

Вживання

займенник	правило	приклад
All – весь, вся, все; всі	Виконує роль 1)підмета, 2) означення	1. **All** were present. 2. We worked **all** day.
Both - обидва	Виконує роль 1)підмета, 2)означення	1. **Both** were right. 2. **Both** boys were right.
Each – кожний (зокрема);	Виконує роль 1)підмета, 2)означення	1**. Each** has a family. 2. He asked **each** boy.
Every – кожний (всі)	Виконує роль означення	We have seminars **every** week.
Everybody, everyone – кожний, всі Everything -все	Виконує роль 1)підмета, 2)додатка.	1. **Everybody (everyone**) was present. 2. He did **everything** he could.
Either – один з двох; обидва кожний з двох	Виконує роль 1)підмета, 2)додатка, 3)означення	1. There are two variants. **Either** is good. You can choose **either** (variant).
Other – інший,	Виконує роль 1)підмета,	1.**Others** were absent.

інші Another – другий /інший; ще один	2)додатка, 3)означення	2. Look at the **other** (boy). 3. Take **other** magazine. Give me **another** example

Quantitative pronoun Кількісні займенники

Форма: **many, much, more, most; few, fewer, fewest, a few; little, less, least, a little**

Вживання

займенник	правило	приклад
Many- багато More – більше Most - найбільше	Із злічуваними іменникам	She asked **many** questions. **More** questions were asked later. He won **most** prizes.
Few - мало (недостатньо) Fewer – менше Fewest – найменше A few – мало, але достатньо		She has **few** friends and feels very lonely. They have **fewer** problems with this equipment. She has **a few** friends but she trusts them very much.
Much – багато More – більше Most - найбільше	З незлічуваними іменниками	I spend **much** time on English. **More** time is spent on economics. Mathematics takes **most** of my time.
Little – мало (недостатньо) Less – менше Least – найменше A little – мало, але достатньо		We have **little** sugar. Don't forget to buy some. They spent **less** time on this task. This is the **least** I can do. We can make some coffee – there is **a little** sugar left.

DEGREES OF COMPARISON OF ADJECTIVES
СТУПЕНІ ПОРІВНЯННЯ ПРИКМЕТНИКІВ

Форма : **проста,** що утворюється за допомогою суфіксів **–er, -est**;
складена, що утворюється за допомогою слів **more, most;**

прикметник	основний	вищий	найвищий
односкладові та двоскладові, що закінчуються на **-er, -le, -ow, -y**	cold clever simple narrow happy	cold**er** clever**er** simpl**er** narrow**er** happi**er**	cold**est** clever**est** simplest narrow**est** happi**est**
інші двоскладові та багатоскладові	famous beautiful	**more** famous **more** beautiful	**most** famous **most** beautiful
особливі випадки	good bad old far	better worse older elder farther further	best worst oldest eldest farthest furthest

Особливості правопису.
1. У односкладовому прикметнику, що закінчується на приголосний, якому передує короткий голосний, кінцевий приголосний подвоюється: ho**t** – ho**tt**er – ho**tt**est; bi**g** – bi**gg**er – bi**gg**est.
2. Якщо прикметник закінчується на **–y**, перед якою стоїть приголосний, то перед суфіксами вищого та найвищого ступенів **er, -est** літера **–y** змінюється на –**i**: dr**y** – dr**i**er – dr**i**est.
Вживання.
1. При порівнянні предметів з *однаковою мірою якості* вживається прикметник в *основній формі* та сполучник **as … as**:
Macroeconomics is **as important as** microeconomics.
2. При порівнянні предметів з *меншою мірою якості* вживається прикметник в *основній формі* та сполучник **not so …as:**
Statistics is **not so difficult as** higher mathematics.
3. При порівнянні предметів, що *не належать до однієї групи або взятих окремо,* вживається *вищий ступінь порівняння* та сполучник **than:** Higher mathematics is **more interesting** to me **than** statistics.
4. При порівнянні одного предмету з іншими предметами, що *належать до однієї групи*, вживається прикметник у *найвищому ступені порівняння* з артиклем **the:** He is **the cleverest** in our class.

THE NUMERAL ЧИСЛІВНИК

Форма

	Кількісн.	Порядковий		Кількісн.	Порядковий		Кількісн.	Порядковий
1	one	**first**	11	eleven	eleventh			
2	two	**second**	12	twelve	twelfth	20	twen**ty**	twen**tie**th
3	three	**third**	13	thir**teen**	thirteenth	30	thir**ty**	thir**tie**th
4	four	four**th**	14	four**teen**	fourteenth	40	for**ty**	for**tie**th
5	five	fif**th**	15	fif**teen**	fifteenth	50	fif**ty**	fif**tie**th
6	six	six**th**	16	six**teen**	sixteenth	60	six**ty**	six**tie**th
7	seven	seven**th**	17	seven**teen**	seventeenth	70	seven**ty**	seven**tie**th
8	eight	eigh**th**	18	eigh**teen**	eighteenth	80	eigh**ty**	eight**ie**th
9	nine	nin**th**	19	nine**teen**	nineteenth	90	nine**ty**	nine**tie**th
10	ten	ten**th**				100	hundred	hundredth

Утворення:
Порядкові числівники утворюються від відповідних кількісних за допомогою суфікса –**th**.
Кількісні числівники від 13 до 19 включно утворюються за допомогою суфікса –**teen**, який наголошується.
Кількісні числівники, що позначають десятки починаючи з 20 утворюються за допомогою суфікса –**ty**, який не наголошується.

Особливості правопису.
F**ou**r – f**ou**rteen – f**o**rty;
Fi**ve** – fi**f**teen – fi**f**ty;
Nin**e** – ninth;
Eigh**t** – eigh**th**;
Twel**ve** – twel**f**th.

Вживання.
Великі числа.
Кома відокремлює групи з трьох цифр. Назви розрядів **hundred, thousand, million** вимовляються і не мають закінчення множини. Перед десятками в великих числах вимовляється **and**.
82,437,821 – eighty-two **million** four **hundred and** thirty-seven **thousand** eight **hundred and** twenty-one;
В британському (BE) та американському (AE) варіантах англійської мови наступні числа читаються по-різному:
1,000,000,000 – a thousand million (BE), a billion (AE);
1,000,000,000,000 – a billion (BE), a trillion (AE).
Слово milliard = a thousand million (BE) = a billion (AE) є європейським терміном і тільки починає використовуватись.

В довгих числах (номери телефонів, банківських рахунків, тощо) кожна цифра читається окремо, перед двома однаковими цифрами вимовляється слово **double**:
720844 – seven two oh eight double four
Гроші.
Символ назви грошей пишеться перед числом, а вимовляється після числа: $ 4 m – four million dollars; £92bn – ninety-two billion pounds;
€742 – seven hundred and forty-two euros
Дати.
Роки вимовляються з двох частин: 1999 – nineteen ninety-nine, *проте* рік 2000 вимовляється як одне ціле: 2006 – two thousand and six.
Місяці і числа:
25th of April 1987 – the twenty-fifth of April, nineteen eighty-seven
або April, the twenty-fifth, nineteen eighty-seven
В Європі прийнято писати спочатку число, а потім місяць. В США – навпаки, спочатку місяць, а потім число. Таким чином, запис
10.12.2004 читається як **the tenth of December**, two thousand and four (BE) або як **October, (the) twelfth**, two thousand and four (AE).

Час.
Зазвичай ми не користуємось 24-годинною шкалою (окрім розкладу літаків, потягів, тощо), а розділяємо час до полудня (AM) та після полудня (PM). Використовуються слова **quarter** (чверть), **half** (половина), **past** (після), **to** (до).
3.45AM – 1) three forty-five AM; 2) a quarter to four AM;
7.30 PM – 1) seven thirty PM; 2) half past seven PM;
11.45 AM – 1) eleven forty-five AM; 2) a quarter to twelve AM.
12.00 – midday (полудень); 24.00 – midnight (північ).
Якщо мова йде про розклад, ми вимовляємо:
The train leaves at 14.00 – at fourteen hundred hours.

Вимірювання.
62 km – sixty-two kilometers;
14 ½ cm – fourteen and a half centimeters;
6m·6m – six metres by six metres;
-10˚C – minus four degrees Celsius /centigrade.
Дроби.
Простий дріб. Числівник вимовляється як кількісний, а знаменник – як порядковий числівник. Якщо числівник більший за 1, у знаменнику вимовляється відповідний порядковий числівник з закінченням **–s**.
½ -one second *or* a half; ⅔ – two-third**s**; ¾ - three fourth**s** *or* three quarters; 1 5/7 – one and five seventh**s**.
Десятковий дріб.
У BE та AE для відокремлення цілої частини від дробу використовується *крапка*(читається **point)**, а не кома як це прийнято в Європі. Число після крапки

читається як окремі цифри. Число **0 (нуль**) читається по-різному, в залежності від його місця:

oh - після крапки та **naught** до крапки (BE);

zero – після крапки та не вимовляється взагалі до крапки (AE).

8.07 – eight **point oh** seven (BE); eight **point zero** seven (AE);
0.6 – **naught point** six (BE); **point** six (AE);
6.9057 – six **point** nine **oh** five seven; six **point** nine **zero** five seven.

Математичні дії.
Додавання: 15+6=21 fifteen **plus/and** six **equals** twenty-one;
Віднімання: 7-3=4 seven **minus /take away/less** three **equals** four;
Множення:6·8=48 six **multiplied by** eight/t**imes** eight **equals** forty-eight
Ділення: 28:7=4 twenty-eight **divided by** seven **equals** four;
Піднесення до степеня: 5^2 - five **squared**; 4^{7-} four **to the power** seven;
Добування кореня: $\sqrt{4}$ **the square root of** four; $\sqrt[3]{81}$ – **the cube root of** eighty-one; $\sqrt[4]{16}$ – **the fourth root of** sixteen.

THE PRINCIPAL FORMS OF THE VERB ОСНОВНІ ФОРМИ ДІЄСЛОВА

Infinitive Неозначена форма	Past indefinite Минулий неозначений	Past participle Дієприкметник минулий	Present participle Дієприкметник теперішній
to work	worked	worked	working
to teach	taught	taught	teaching
to know	knew	known	knowing

THE PRESENT INDEFINITE TENSE **Active Voice**
Теперішній неозначений час **Активний стан**

Форма: **infinitive** без частки **to**
Ствердження / заперечення

I/we/you/they	work/**do** not (**don't**) work	at this plan.
He/she/it	work**s**/**does** not(**doesn't**) work	

Запитання

Do	I/we/you/they	work	at this plan?
Does	he/she/it		

Вживання:

Дія	Приклад
Констатація факту дії, що є істинним завжди	Roman **likes** to travel . Water **boils** at 100° Centigrade.

Регулярна, звична, повторювана дія	I **go** to the institute by bus. She **cleans** the room twice a week.
Дія, що відбувається згідно з розкладом	The train **leaves** at 5 p.m. The meeting **starts** at 5 o'clock.

!!Прислівники частоти дії, які вживаються з теперішнім неозначеним часом: *never, rarely, not often, sometimes, often, usually, always.*
В третій особі однини до дієслова додається закінчення **–s/es** за правилами, що діють при утворенні множини іменників(див. с.115).

THE PRESENT INDEFINITE TENSE **Passive Voice**
Теперішній неозначений час **Пасивний стан**
Форма: **am/is/are + Past Participle**

Ствердження / заперечення

I	am/am not(ain't)	prepared	for this job
He/she/it	is/ is not (isn't)		
We/you/they	are/are not (aren't)		

Запитання

Am	I	prepared	for this job?
Is	he/she/it		
Are	we/you/they		

Вживання

Для описання дії, не вказуючи на її виконавця. Іноді виконавець вказується прийменниковим додатком з прийменниками **by**(особа, що виконує дію) або **with** (знаряддя, яким виконують дію).	Services **are** often **referred to** as invisible goods. These data **are gathered** *by our employees.* The notes **are written** *with the pen.*
Для опису послідовних дій.	These data **are collected**, then they **are analyzed** and finally the results **are published**.

!! Прислівники частоти дії вживаються в складі присудка **після** допоміжного **перед** смисловим дієсловом : **are** *always* **written**, **is** *often* **referred** to; **is** *sometimes* **called.**

Active Voice or Passive Voice

Active voice	Passive Voice
Підмет є активним виконавцем дії, що виражена присудком в активній формі	Підмет є пасивним об'єктом дії, вираженої присудком в пасивній

і спрямована на об'єкт, позначений додатком. **Our company**→ *sells*→ this equipment.	формі, що виконується над ним іншою особою або предметом, позначеним додатком. **This equipment**← *is sold*← by our company.
Присудок виражений неперехідним дієсловом, тобто таким, що не вимагає додатка. The delegation *arrives* tonight.	
Вживається для опису людей або предметів, що виконують дію, при цьому увага зосереджується на тому, що підмет є виконавцем дії. **The company** *develops* new products to satisfy the needs of the consumers.	Вживається у науковому стилі та у випадках, коли увага зосереджується на діях та процесах, на тому, **що саме** відбувається з об'єктом дії. **Land, water, mineral wealth and climate** *are called* natural resources.

!! Трансформація активних речень в пасивні можлива лише тоді, коли присудок активного речення виражений перехідним дієсловом, тобто дієсловом, після якого вживається додаток.

The students *take* examinations at the end of each term (take what? examinations).

При перетворенні активного речення на пасивне додаток активного речення стає підметом, присудок вживається у пасивній формі відповідного часу, а підмет активного речення стає додатком, якщо важливо показати ким виконується дія, або пропускається взагалі, якщо згадування про виконавця зайве.

Examinations *are taken* at the end of each term (by the students).

В даному випадку додаток by the students є зайвим, оскільки мета даного речення – показати, яка саме дія виконується над підметом (екзамени складаються), а не вказати на виконавця дії (студенти).

Якщо виконавець дії має вагоме значення, то додаток використовується з прийменником **by** або **for** (для позначення особи виконавця) або з прийменником **with** для позначення знаряддя дії.

This equipment is produced **by** our company.

This equipment is produced **with** high precision instruments.

В активному реченні часто присутні два додатки: прямий, що вказує на предмет /об'єкт дії (what?), та непрямий, що вказує на особу, якій адресована дія (whom?).

The company sends some information (what?) to our customers (whom?).

Якщо непрямий додаток (whom?) виражений особовим займенником, він може стояти

1)перед прямим додатком:The company sends them some information;

2)після прямого додатку і в цьому випадку вживається з прийменником to/for: The company sends some information to/for them.

Якщо обидва додатки виражені особовими займенниками, то прямий додаток (what?) стоїть в реченні першим, а непрямий додаток (whom?) іде за ним і вживається з прийменником.
The company sends it (what?) to/for them (whom?).
Речення з двома додатками може бути трансформоване в два окремих пасивних речення, в кожному з яких підметом буде один з додатків, при цьому інший додаток залишатиметься на своєму вихідному місці.
The company *sends* some information to our customers.
Some information *is sent* to our customers.
Our customers *are sent* some information.

THE PAST INDEFINITE TENSE **Active Voice**
Минулий неозначений час **Активний стан**
Форма: **Past Indefinite**

Ствердження

I/he/she/it/we/you/they	finish**ed**	school	last year.

Запитання

Did	I/he/she/it/we/you/they	finish	school	last year?

Заперечення

I/he/she/it/we/you/they	**did** not	finish	school	last year.

The Past Indefinite Tense **Passive Voice**
Минулий неозначений час **Пасивний стан**
Форма: **was/were+ Past Participle**

Ствердження/ заперечення

I/he/she	was/ was not	asked	a lot of questions at the interview.
We/you/they	were/were not		

Запитання

Was	I/he/she	asked	a lot of questions at the interview?
Were	we/you/they		

Вживання:

Дія:	Приклад:
Закінчена дія в минулому (із вказівкою на час дії)	I **went** to Kyiv *last week*. These goods **were sold** everywhere.
Послідовність дій в минулому (в оповіданнях, розповідках)	Nick **got up** in the morning, **did** physical Assignments, **took** a shower and **began**

	to prepare for the exam.
Звична, повторювана дія в минулому	When I **was** a student I often **helped** my parents with their business.

!!Обставини часу, характерні для Past Indefinite, чітко співвідносять дію з певним часом в минулому: *last week, two days ago, in 2006*, etc.

THE FUTURE INDEFINITE TENSE **Active Voice**
Майбутній неозначений час **Активний стан**

Форма: **shall/will + Infinitive** (дієслово **shall** вживається з першою особою однини та множини **(I,we)**, використовується рідко, оскільки в розмовній мові вживається скорочена форма **'ll**).

Ствердження/заперечення

I/we	shall('ll)/shall not	learn	French	next year.
He/she/it/you/they	will('ll)/will not			

Запитання

Shall	I/we	learn	French	next year?
Will	He/she/it/you/they			

The Future Indefinite Tense **Passive Voice**
Майбутній неозначений час **Пасивний стан**

Форма: **shall/will be + Past Participle**

Ствердження/ заперечення

I/he/she/we/you/they	will be asked	these questions	at the exam tomorrow.
	will not be asked		

Запитання

Will	I/he/she/we/you/they	be asked	these questions	at the exam tomorrow?

Вживання:

Дія	Приклад
Дія, яка відбудеться у майбутньому	They **will finish** the reconstruction next week. It **will be finished** soon.

!! Приклади обставин часу, які вживаються з майбутнім неозначеним часом*: tomorrow, next week, next month, in two days*, etc.

THE PRESENT CONTINUOUS TENSE **Active Voice**
Теперішній тривалий час **Активний стан**

Форма: **am/ is/ are + Present Participle**
Ствердження / заперечення

I	am(‘m)/am not(‘m not)	reading	at the moment
He/she/it	is(‘s)/ is not (isn’t)		
We/you/they	are (‘re)/are not (aren’t)		

Питання

Am	I	reading	at the moment?
Is	he/she/it		
Are	we/you/they		

The Present Continuous Tense **Passive Voice**
Теперішній тривалий час **Пасивний стан**

Форма: **am/is/are + being + Past Participle**
Ствердження / заперечення

I	am/am not	being interviewed	at the moment.
He/she/it	is / is not		
We/you/they	are /are not		

Запитання

Am	I	being interviewed	at the moment?
Is	he/she/it		
Are	we/you/they		

Вживання:

Дія	Приклад
Дія, яка розгортається в момент мовлення	Gill is very busy now, she **is speaking** with the manager.
Дія або ситуація, яка є правдивою в даний період часу, однак не обов’язково розгортається в момент мовлення	He **is writing** a play this autumn. Don't take this program. **I'm working** at it.
Майбутня запланована дія, особливо з дієсловами, що позначають рух:**to, to come, to leave, to arrive, to start**.	We **are leaving** tomorrow. He **is coming** on Monday.
Тривала дія, що відбувається *одночасно* з іншою дією, яка відноситься до теперішнього часу.	What does he do when he **is not working** on the computer?

!! В тривалих часах вживаються лише такі дієслова, що виражають дію як процес, тобто дію, що відбувається в певний проміжок часу. Дієслова, що не виражають динамічної дії, не вживаються в часах Continuous. До таких належать:
1)дієслова, що виражають фізичне сприйняття: **to see** бачити, **to hear** чути, **to measure** мати розміри /вимірюватись, **to taste** мати смак/смакувати, **to smell** мати запах/пахнути, **to sound** звучати, **to weigh** мати вагу/важити;
2)дієслова, що виражають розумову діяльність: **to believe** вірити, **to doubt** сумніватись, **to know** знати, **to realize** розуміти, **to recognize** впізнавати, **to remember** пам'ятати, **to suppose** припускати, **to think** вважати, **to understand** розуміти;
3)дієслова, що виражають бажання, почуття, волевиявлення: **to agree** погоджуватись, **to hate** ненавидіти, **to like** любити, подобатись, **to love** любити, **to object** заперечувати, **to prefer** надавати перевагу, **to refuse** відмовлятись, **to want** хотіти, **to wish, to desire** бажати;
4)дієслова, що виражають відношення між предметами: **to be** бути, **to belong to** належати, **to concern** стосуватись, **to consist of** складатись, **to contain, to hold** вміщувати, **to depend on** залежати, **to include** вміщувати, складатись з, **to involve** стосуватись, включати, залучати, **to own, to possess** володіти, **to resemble** бути схожим на.

!! Обставини часу, що супроводжують теперішню тривалу дію: *now, at the moment, these days.* Слова *always, continually, constantly* вживаються для підкреслення дії, яка відбувається часто і (іноді) неочікувано:
He **is** *constantly* **giving** people assignments which are very difficult.

THE PAST CONTINUOUS TENSE **Active Voice**
Минулий тривалий час **Активний стан**

Форма: **was / were + Present Participle**

Ствердження /заперечення

I/he/she/it	was/was not	watching	the Olympic Games	the whole day yesterday.
We/you/they	were/were not			

Запитання

Was	I/he/she/it	watching	the Olympic Games	the whole day yesterday?
Were	we/you/they			

The Past Continuous Tense **Passive Voice**
Минулий тривалий час **Пасивний стан**

Форма: **was/were + being + Past Participle**

Ствердження/ заперечення

I/he/she/it	was/was not	being watched	during the test of the equipment.
We/you/they	were/were not		

Запитання

Was	I/he/she/it	being watched	during the test of the equipment?
Were	we/you/they		

Вживання:

Дія	Приклад
Дія, яка розгорталась у певний момент часу в минулому	I **was talking** to a client at 5.The equipment **was being tested** at 7.
Дія, ситуація або стан, які мали місце протягом певного періоду в минулому	My father **was working** for this company for twenty years. The audit **was being performed** during the last week.
Тривала дія, що відбувалась одночасно з іншою дією в минулому(тривалою або ні)	While we **were coming** down the stairs the lift **was being repaired**.

!! Обставини часу, які вживаються в минулому тривалому часі: *at 5 o'clock, at that time, from 6 till 7, the whole day long, etc.*

PAST INDEFINITE чи **PAST CONTINUOUS**

Past Indefinite	**Past Continuous**
Дія, повторювана, звична в минулому: I **went** to a sport club twice a week. I **used to** walk in this park when I **was** a child.	Дія, яка тривала в певний момент або період у минулому: I **was playing** golf at that time yesterday.
Закінчена дія, діяльність в минулому: I **watched** a film during the flight.	Незакінчена дія, діяльність в минулому: I **was reading** a book during the flight. (I didn't finish it)
Дія, яка відбувалась одночасно з іншою, тривалішою дією в минулому: When the telephone **rang** Dan was reading a newspaper.	Дія, яка тривала під час іншої одномоментної дії в минулому: When the telephone rang Dan **was reading** a newspaper

THE FUTURE CONTINUOUS TENSE **Active Voice**
Майбутній тривалий час **Активний стан**

Форма: **shall be/will be + Present Participle**

Ствердження/заперечення

I/he/she/it/	will(‘ll) be writing	a report	from 6 to 8

we/you/they	won't be writing		tonight.

Запитання

Will	I/he/she/it/we/you/they	be writing	a report	from 6to8 tonight?

Вживання:

Дія	Приклад
Дія, яка триватиме у певний момент в майбутньому	This time tomorrow I**'ll be working** on my report .

!! Форми пасивного стану **Future Continuous** не вживаються.
Обставини часу, які вживаються в майбутньому тривалому часі: *at 5 o'clock, at that time, from 6 till/to 7, the whole day, etc.*

THE PRESENT PERFECT TENSE **Active Voice**
Теперішній перфект ний/доконаний час **Активний стан**
Форма**: have/ has+ Past Participle**
Ствердження/заперечення

I/we/you/they	have('ve)/have not(haven't)	written	such reports	before
He/she/it	has('s)/has not(hasn't)			

Запитання

Have	I/we/you/they	written	such reports	before?
Has	he/she/it			

The Present Perfect Tense **Passive Voice**
Теперішній перфект ний час **Пасивний стан**

Форма: **have/has + been + Past Participle**
Ствердження/заперечення

I/we/you/they	have/have not	been asked	such questions	before.
He/she/it	has/has not			

Запитання

Have	I/we/you/they	been asked	such questions	before?
Has	he/she/it			

Вживання:

Дія	Приклад
Дія, яка відбувалася у невизначений момент часу в минулому, **результат** якої наявний у теперішньому часі	I **have finished** the calculations. You may use them now. I**'ve lost** my text-book. Can you borrow me yours?

Дія, що почалася в минулому і тривала до моменту мовлення (*up to now, lately, recently, so far, since, not yet*)	My friends **have not arrived** *yet.* Only these results **have been examined** *so far.*
Дія, яка відбулася в період часу, який ще не закінчився (*today, this week, this year*).	He **has finished** school *this year*.

!!Обставини, що вживаються з теперішнім перфектним часом (прислівники неозначеного часу і частотності) *already, just, ever, never, before now, since, for, yet***,** *seldom, often.*

THE PRESENT PERFECT CONTINUOUS TENSE Active Voice
Теперішній перфектно-тривалий час Активний стан
Форма**: have/ has+ been + Present Participle**
Ствердження/заперечення

I/we/you/they	have/have not	been working	all day long.
He/she/it	has/has not		

Запитання

Have	I/we/you/they	been working	all day long?
Has	he/she/it		

Вживання:

Дія	Приклад
Дія, яка розгорталася у певний період часу в минулому, нещодавно закінчилась і, часто, спричинила наслідок, наявний в теперішньому часі	I **have been working** in the garden all day. I'm tired. Your eyes are red. **Have** you **been crying?**
Дія, яка почалася в минулому, тривала певний період часу в минулому і продовжується зараз (з прийменниками *for, since*)	I **have been waiting** for him *for* two hours and he **hasn't come** yet. She **has been teaching** at our school *since* 1980.

!!Форма пасивного стану не використовується.

Present Perfect Continuous *чи* Present Perfect

Present Perfect Continuous	**Present Perfect**
Дія напротязі певного періоду часу: I've been studying English for two years.	Дія закінчена: I've baked the cake.
Дія, яка передбачає тривалість (wait, work, play, try, learn, rain): I have been playing tennis for several hours.	Дія короткочасна (find, start, buy, lose, break, stop): I've bought a new dictionary this week.
Тривала дія при невказаних числі та кількості:I've been reading all day today.	Закінчена дія при вказанихї числі, кількості: I've read ten chapters.

!! З певними дієсловами (**live, work, teach**) можуть вживатися обидва часи, якщо вжиті обставини *for* і *since*:

She has been working with this corporation for ten years	She has worked for this corporation for ten years.

Past Indefinite чи Present Perfect/Perfect Continuous

Past Indefinite	Present Perfect/Perfect Continuous
Дія відбулася у закінчений період часу: We arrived *last week*.	Дія відбулась у незакінчений період часу: I have lost my key *today.* I have been looking for this book *all morning today*.
Дія закінчилася і продовжуватися не буде: Shakespeare wrote thirty plays.	Дія закінчена, але можливим є її продовження: My uncle has written several books (and can still write more). I I have been studying English for two years and still need some practice.
Вказаний час дії (минулий): I bought this book last month.	Час дії невідомий, основне – її *результат*. I've bought this book and you may take it if you need.

THE PAST PERFECT TENSE **Active Voice**
Минулий перфектний час **Активний стан**

Форма: **had + Past Participle**

Ствердження/заперечення

I/he/she/it/we/you/they	had/had not performed	the audit	by 6 pm yesterday.

Запитання

Had	I/he/she/it/we/you/they	performed	the audit	by 6 pm yesterday?

The Past Perfect Tense **Passive Voice**
Минулий перфектний час **Пасивний стан**

Форма: **had + been + Past Participle**

Ствердження/заперечення

I/he/she/it/we/you/they	had/had not been invited	to the meeting of the staff.

Запитання

Had	I/he/she/it/we/you/they	been invited	to the meeting of the staff?

Вживання

Дія	Приклад
Дія, яка відбулася перед іншою	Sam **had left** before we got there. All the

минулою дією	documents **had been examined** before the meeting *started.*
Дія, яка закінчилася до певного моменту в минулому (*by two o'clock, by that time)*	I **had done** my homework *by* 8 o'clock. My report **had been submitted** *by* the deadline.

THE PAST PERFECT CONTINUOUS TENSE Active Voice
Минулий перфектно-тривалий час Активний стан

Форма**: had been + Present Participle**

Ствердження/заперечення

I/he/she/it/we/you/they	had/ had not been studying	English	for 10 years	by then.

Запитання

Had	I/he/she/it/we/you/they	been studying	English	for 10 years	by then?

Вживання:

Дія	Приклад
Дія, яка тривала на протязі певного періоду часу до іншої минулої дії чи періоду часу в минулому	We **had been discussing** that problem for two hours before Bill *came.*
Дія, яка тривала і закінчилась незадовго до певного моменту часу чи дії в минулому	She looked very tired as she **had been finishing** the most important negotiations.

!! Форма пасивного стану не використовується.

THE FUTURE PERFECT TENSE Active Voice
Майбутній перфектний час Активний стан

Форма: **shall/will have + Past Participle**
Ствердження/заперечення

I/we	shall/shall not	have passed	all exams	by July.
He/she/it/you/they	will/will not			

Запитання

Shall	I/we	have passed	all exams	by July?
Will	He/she/it/you/they			

The Future Perfect Tense Passive Voice
Майбутній перфектний час Пасивний стан

Форма: **shall/will have + been + Past Participle**

Ствердження/заперечення

I/we	shall/shall not	have been examined	by July.
He/she/it/you/they	will/will not		

Запитання

Shall	I/we	have been examined	by July?
Will	he/she/it/you/they		

Вживання**:**

Дія	Приклад
Дія, яка буде закінчена до певного моменту в майбутньому. Цей момент може позначатись 1) обставиною часу з прийменником *by*, 2) підрядним реченням часу, в якому дієслово-присудок вживається в одному з теперішніх часів.	1)We'**ll have reconstructed** the plant *by next year*. The plant **will have been reconstructed** *by next year*. 2) Everything **will have been checked** *by the time* they **arrive**. I **shall have checked** all the documents *by the time* he **comes** back from his business trip.

THE FUTURE PERFECT CONTINUOUS TENSE Active Voice
Майбутній перфектно-тривалий час Активний стан

Форма: **shall/will have been + Present Participle**

Ствердження/заперечення

I/we	shall/shall not	have been checking	the papers	for 3 hours by then.
He/she/it/you/they	will/will not			

Запитання

Shall	I/we	have been checking	the papers	for 3 hours by then?
Will	He/she/it/you/they			

Вживання:

Дія	Приклад
Дія, яка триватиме певний період часу, часто позначений обставиною з прийменником *for*, до певного моменту часу чи певної дії в майбутньому	I **shall have been conducting** quality test *for two weeks* before they **launch** this new product.

!! Майбутній перфектно-тривалий час вживається дуже рідко.
Форма пасивного стану не використовується.

THE RULE OF SEQUENCE OF TENSES
ПРАВИЛО УЗГОДЖЕННЯ ЧАСІВ

Правило узгодження часів застосовується в складнопідрядних реченнях і полягає в наступному:
Якщо ***присудок*** *головного речення* виражений дієсловом в **минулому часі** (найчастіше в **Past Indefinite**), то ***присудок*** в *підрядному реченні* вживається **в одному з минулих часів** відповідно до дії, яку він описує.
Можливі 3 варіанти відношень між часом протікання дії в головному та підрядному реченнях.
I.Дії в головному та підрядному реченнях відбуваються **одночасно**. Присудки вживаються в **Past Indefinite** або в **Past Continuous.** Підрядне речення перекладається на українську мову *теперішнім часом*. Приклад:
I **was** sure that he **knew** the company's address (Past Indefinite).
Я був впевнений, що він *знає* адресу компанії.
I **thought** that she **was working** for that firm (Past Continuous).
Я вважав, що вона *працює* в тій фірмі.

II. Дії в головному та підрядному реченнях відбуваються **в різні періоди часу в минулому**, причому дія в **підрядному реченні** відбулась **раніше**, ніж дія в головному. В цьому випадку присудок підрядного речення вживається в **Past Perfect (active/passive)** або в **Past Perfect Continuous (active).** Підрядне речення перекладається на українську мову *минулим часом*. Приклад:
We **expected** that he **had checked** all the documents (Past Perfect active). Ми очікували, що він *перевірив* всі документи.
We **expected** that all the documents **had been checked** (Past Perfect passive). Ми очікували, що всі документи *були перевірені*.
We **expected** that he **had been checking** the documents since the morning (Past Perfect Continuous).Ми очікували, що він *перевіряв* документи від ранку.

III. Дії в головному та підрядному реченнях відбуваються **в різні періоди часу**, причому дія в **підрядному реченні** відбуватиметься **пізніше,** ніж дія в головному, тобто **у відносному майбутньому** щодо дії в головному реченні. В цьому випадку присудок в підрядному реченні вживається у формі **Future-in-the-Past** відповідного часу (**Indefinite, Continuous, Perfect, Perfect Continuous)**. Форма **Future-in-the-Past** утворюється шляхом заміни допоміжних дієслів майбутнього часу **shall→should, will→would** у відповідному майбутньому часі. Підрядне речення перекладається на українську мову *майбутнім часом*. Приклад:
We **decided** that they **would order** the goods according to the contract (Future-in-the-Past Indefinite active). We **decided** that the goods **would be ordered** according to the contract (Future-in-the-Past Indefinite passive). Ми вирішили, що вони *замовлять* товари згідно контракту. Ми вирішили, що товари *будуть замовлені* згідно контракту.

We **thought** that they **would be checking** the documents for three days (Future-in-the-Past Continuous active). Ми вважали, що вони *перевірятимуть* документи три дні.
We **thought** that they **would have finished** the negotiations by next Friday (Future-in-the-Past Perfect active). We **thought** that the negotiations **would have been finished** by next Friday (Future-in-the-Past Perfect passive). Ми вважали, що вони *завершать* переговори до наступної п'ятниці. Ми вважали, що переговори *будуть завершені* до наступної п'ятниці.
We **believed** that they **would have been calculating** the revenues all day long before they received the final results (Future-in-the-Past Perfect Continuous active). Ми вважали, що вони *підраховуватимуть* надходження цілий день, перш ніж отримають кінцеві результати.
!! Правило узгодження часів не застосовується в підрядних реченнях, які виражають загальновідомі факти. Приклад:
The children **learned** that water **boils** at 100° C.
We **knew** that Adam Smith **published** his "Wealth of Nations" in 1776.

DIRECT AND REPORTED SPEECH ПРЯМА І НЕПРЯМА МОВА

При перетворенні прямої мови в непряму утворюється складнопідрядне речення, в якому слова автора стають головним реченням, а пряма мова – підрядним додатковим. Якщо в словах автора дієслово вживається в теперішньому або в майбутньому часі, то в підрядному реченні час дієслова-присудка не змінюється. Якщо слова автора містять **дієслово в минулому часі**, то в підрядному реченні час присудка змінюється згідно **правила узгодження часів**. Зміна часів при перетворенні виглядає наступним чином:

Direct Speech пряма мова	**Reported Speech** непряма мова
Present Indefinite Present Continuous Present Perfect Present Perfect Continuous	Past Indefinite Past Continuous Past Perfect Past Perfect Continuous
Past Indefinite Past Continuous Past Perfect Past Perfect Continuous	Past Perfect Past Perfect Continuous Past Perfect Past Perfect Continuous
Future Indefinite Future Continuous Future Perfect Future Perfect Continuous	Future-in-the-Past Indefinite Future-in-the-Past Continuous Future-in-the-Past Perfect Future-in-the-Past Perfect Continuous

Зміна обставин часу і місця та деяких займенників при перетворенні прямої мови в непряму

Direct Speech	**Reported speech**

Now	then
today	that day
yesterday	the day before
tomorrow	the next day
the day after tomorrow	two days later
ago	before
tonight	that night
last year	the year before
last month	the month before
next	the next/the following
this	that
these	those
here	there

При перетворенні прямої мови в непряму особові, присвійні та зворотні займенники змінюються відповідно до змісту. Приклад:
He said, " *I* shall call on *you* at *your* place tonight".
He told me that *he* would call on *me* at *my* place that night.

Розповідні речення.

При перетворенні розповідних речень з прямої мови в непряму застосовуються правила, описані вище. Приклад:
1. She said," I want to visit this exhibition next Monday".
She said that she wanted to visit that exhibition the following Monday.
2. He said, "I didn't lend Mike any money yesterday".
He said that he hadn't lent Mike any money the day before.
З метою урізноманітнення мови вживаються такі дієслова мовлення як to tell, to report, to exclaim, to suggest, to whisper, тощо.

Час головного речення	**Час підрядного речення**	**Приклад**
Теперішній, майбутній	Будь-який	I believe that he'll come soon. We admit that we have made a mistake. He says that he saw Mary yesterday.
	Рухається на один крок у минуле: **Present** Indefinite → Past Indefinite Present Continuous → Past Continuous Present Perfect → Past Perfect Present Perfect Continuous → Past Perfect Continuous	He said, "I **know** it".→ He said that he **knew** it. "What **are** you **doing**?" – mother asked me. → Mother asked me what I **was doing**.

Минулий	**Past** Indefinite → Past Perfect Past Continuous → Past Perfect Continuous Past Perfect → Past Perfect	She said, "We **met** you last year"→ She said that we **had met** the year before.
	Future Indefinite →Future Indefinite-in-the-Past Future Continuous → Future Continuous-in-the-Past Future Perfect→ Future Perfect-in-the-Past Future Perfect Continuous → Future Perfect Continuous-in-the-Past	**will → would ('ll →'ld)** I believed that he **would come** soon. He asked Mary, "**Will** you **go** there?" → He asked Mary if she **would go** there.

Накази, прохання, поради.

При перетворенні наказових речень з прямої мови в непряму дієслово в наказовому способі замінюється відповідним інфінітивом у стверджувальній або заперечній формі. Приклад:

1. The director said, "**Enter** this transaction into the ledger".
The director ordered **to enter** that transaction into the ledger.
2. He said to me, "**Don't come** tomorrow. I shall be very busy".
He asked me **not to come** the next day as he would be very busy.
3. "**Let's go** to the movies tonight", he said.
He proposed **to go** to the movies that night.

З метою урізноманітнення мови вживаються такі дієслова мовлення як to ask, to request, to propose, to suggest, to order, to tell, тощо.

Запитання.

При перетворенні прямих питань у непрямі змінюється порядок слів і питальне речення перетворюється на розповідне з прямим порядком слів, а питальне слово стає сполучником. У випадку загальних питань допоміжне дієслово не вживається, а підрядне речення приєднується за допомогою сполучників *if/whether*. Приклад:

1. He asked, " **Do** you **prefer** tea or coffee?"
He asked me *if/whether* I **preferred** tea or coffee.
2. He asked, "*Where* **did** you **order** these goods?"
He wanted to know *where* we **had ordered** those goods.
3. She asked, "*What* **have** you **bought** for yourself?"
She wondered *what* I **had bought** for myself.

Для урізноманітнення мовлення вживаються такі дієслова як to ask, to inquire, to wonder, to want to know, тощо.

ПЕРЕТВОРЕННЯ РІЗНИХ ТИПІВ РЕЧЕНЬ У НЕПРЯМІЙ МОВІ

Type of sentence in Direct Speech	**Example of Direct Speech**	**Reported Speech**
Declarative sentence – розповідне речення reporting verbs**: say, tell, admit, mention, advise, refuse, report, inform, remind, reply, explain**	He says, "I major in management". She said, "We were checking the documents all the morning". Tom said, "I'll be waiting for you outside".	He says that he majors in management. She said that they had been checking the documents all the morning. Tom said that he would be waiting for me outside.
Interrogative sentence – питальне речення reporting verbs**: ask, inquire, wonder, want to know**	**General question** I asked him, "Do you major in management?" **Special question** He asked me, "What have you seen?" He said, "Where are you going?"	 I asked him if/whether he majored in management. He asked me what I had seen. He wanted to know where I was going.
Imperative sentence – наказове речення reporting verbs**: tell, suggest, order, ask, request, propose, warn**	She said, "Bring me the papers, please". He said, "Let's have a party". She warned, "Don't do it again".	She asked me to bring the papers**.** He proposed to have a party. She warned us not to do it again.
Lexical changes **Лексичні зміни**	This these here now today yesterday tomorrow the day after tomorrow last week (month, year…) next week (month, year)	That those there then, at that time that day the day before, the previous day the next day, the following day two days later the week (month, year) before the week (month, year) after

EXPRESSING THE PRESENT ACTION – ОПИС ТЕПЕРІШНЬОЇ ДІЇ

I. Теперішній простий/неозначений час – **the Present Simple/Indefinite tense** використовується для позначення:
1) повторюваної, звичної, постійної дії:
e.g.Managers **plan, direct, organize and control** business activities.
2) дії або стану, які відбуваються завжди – констатація факту
e.g. Computers perform calculations instantly.
Теперішній час ----------**x***----------à
x* – постійна або одноразова дія, факт

II. Теперішній тривалий час – **the Present Continuous tense** використовується для позначення:
1) **процесу**, який відбувається в момент мовлення:
e.g. Don't bother him; he **is talking** to our partners at the moment.
2) процесу, який відбувається в певний період теперішнього часу і не пов'язаний з моментом мовлення:
e.g. Nowadays we **are expanding** our sales department.
3) повторюваного процесу для підкреслення його тривалості:
e.g. Oil prices **are** constantly **increasing**.

певний період часу
Теперішній час -----<**xxxxxxxx** ↓ **xxxxxxxxxxxx***>----------à
момент мовлення

xxx* – тривала дія, процес
!! Деякі дієслова описують не дію(діяльність), а стан, і тому не вживаються у тривалому часі. Дієслова описують наступні стани:
фізичне відчуття**:** ***appear, hear, look like, see, seem, smell, sound, taste;***
почуття: ***dislike, fear, hate, like, love, prefer, want, wish;***
мислення**:** ***agree, believe, doubt, forget, imagine, know, realize, recognize, suppose, suspect, think(=believe), understand;***
володіння: ***belong to, contain, have(=possess), include, own, possess;***
існування**:** ***be, consist of, exist;***
інші дієслова**:** ***cost, depend on, fit, involve, matter, mean, need, satisfy, surprise, weigh***

III. Теперішній перфектний/завершений час – **the Present Perfect tense** використовується для позначення:
1) теперішньої ситуації, що почалась у минулому:
e.g. **I have worked** for this company for about 5 years now.
2) наявного, теперішнього **результату** завершеної минулої дії:
e.g. He **has** just **finished** his report – here it is.

IV. Теперішній перфектно-тривалий час – **the Present Perfect Continuous tense** використовується для позначення:
1) **процесу**, який розпочався в минулому і триває дотепер:

e.g. Trade between these two countries **has been increasing** since 1970s.
2) підкреслення тривалості завершеного результативного процесу:
e.g. He **has been writing** this report all morning. Now you can read it.
!! Обидві перфектні форми пов'язують минуле з теперішнім.

I **have worked (have been working)**

Минулий час----------<**xxxxxxxxxxx** | **xxxxx** >----------àТеперішній час
←for about 5 years now→

EXPRESSING THE PAST ACTION – ОПИС МИНУЛОЇ ДІЇ

I. Минулий простий час – **the Past Simple/Indefinite tense** використовується для позначення окремої дії (або стану), що відбулась в певний зазначений момент у минулому:
e.g. Scientific approach to management **grew out** of the industrial revolution in the early 1800s.

Scientific approach to management **grew out**
минулий час← ----------**x**----------> | --теперішній час
in the early 1800s

II. Минулий тривалий час – **the Past Continuous tense** використовується для позначення:
1) процесу, який відбувався у певний проміжок часу в минулому:
e.g. I **was developing** this project for more than three months.
2) фонового тривалого процесу, на тлі якого відбувалась інша минула дія (тривала або одномоментна):
e.g. While he **was studying** the structure of this company he **proposed** some important improvements.

he **proposed**(X_2) some important improvements
минулий час← -<-------x_1x_1-x_1---X_2---x_1-x_1-x_1----------> | -теперішній час
←While he **was studying**(x_1) the structure of this company→

III. Минулий перфектний час – **the Past Perfect tense** використовується для того, щоб чітко відокремити одну минулу дію від іншої минулої дії, підкреслити передування однієї дії іншій. Для позначення дії, що відбулась раніше, використовується **Past Perfect.**
e.g. They set up a new division just six months after they **had started** their business.

they **had started**(x_1) their business they **set up**(x_2) a new division
минулий час←----x_1----------x_2---------- | -теперішній час
← six months →

IV. Минулий перфектно-тривалий час – **the Past Perfect Continuous tense** використовується для опису процесу, що відбувався до певного зазначеного моменту в минулому. Ця часова форма вживається для підкреслення тривалості процесу.
e.g. Before he left this company he **had been working** on this project for six years.

he **had been working(x_1)** he **left(x_2)** this company

EXPRESSING THE FUTURE ACTION – ОПИС МАЙБУТНЬОЇ ДІЇ

Для опису дії в майбутньому використовуються часові форми як майбутнього, так і теперішнього часу.

I. Майбутній простий час **– the Future Simple tense** описує
1) факт, що стосується майбутнього:
e.g. In June we**'ll launch** two new models.
2) думку або рішення, прийняті в момент мовлення:
e.g. I see you are busy – I**'ll call** you tomorrow.

II. Майбутній тривалий час **– the Future Continuous tense** описує тривалу дію або процес, що відбуватиметься у майбутньому:
e.g. He**'ll be writing** this report for a few days.

III. Майбутній перфектний час та майбутній перфектно-тривалий час **– the Future Perfect and the Future Perfect Continuous tense** описують одномоментну або тривалу дію, яка закінчиться до певного моменту в майбутньому:
e.g. He**'ll have finished** his report by next Friday and then we'll discuss it.
I**'ll have been working** in financial management for 10 years this spring.

Present – Future Зв'язок між теперішнім та майбутнім

IV. Вираз **am/is/are + going to + infinitive** описує
1) рішення на майбутнє, прийняті до моменту мовлення:
e.g. We**'re going to open** a new subsidiary in this region.
2) передбачення, що базуються на наявних фактах:
e.g. Look at these figures. We**'re going to have** a loss.

V. Теперішній тривалий час **– the Present Continuous tense** описує плани та домовленості, якщо вказаний час або місце майбутньої дії.
e.g**. I'm leaving** on Friday morning. He**'s meeting** them at ten in his office.

VI. Теперішній простий час **– the Present Simple tense** використовується

1) у розкладах (занять, транспорту, порядку денному, тощо):
e.g. The meeting **starts** at 11 tomorrow. The coach **leaves** at 10 AM next Friday.
2) у підрядних реченнях стосовно майбутнього після сполучників часу та причини (**when, as soon as, if, provided, unless**, etc.):
e.g. They'll explain everything at the meeting unless it **is held** on Monday: they'll be very busy on that day.

Past – Future Зв'язок між минулим та майбутнім

Іноді, говорячи про минуле, ми згадуємо подію, яка в той час відносилась до майбутнього (відносне майбутнє **– Future-in-the-Past**). Для опису такої дії ми використовуємо згадувані вище граматичні структури (див. **I–VI**), проте змінюємо форму дієслова наступним чином:
shall → should; will →would (відповідної часової форми);
am/is/are going to →was/were going to;
Present Continuous → Past Continuous;
Present Simple → Past Simple.
e.g. Last time I saw him he **was going to start** a new job.

They said that they **would explain** everything at the meeting unless it **was held** on Monday: they **would be** very busy on Monday.

ВІДМІНЮВАННЯ ДІЄСЛОВА TO SHOW У ВСІХ ЧАСОВИХ ФОРМАХ АКТИВНОГО СТАНУ

Tense / Form	**Indefinite/Simple** (факт, повторювана дія)	**Continuous** (дія, що відбувається в певний момент)
Present **time expressions**	I show He shows We show	I am He is } showing We are
	always, often, usually, rarely, from time to time	now/right now, at the moment, nowadays
Past **time expressions**	I He }showed We	I }was He } showing We were
	last week, yesterday, ago	when while, as
Future **time expressions**	I shall/will** He will }show We shall/will**	I shall/will He will } be showing We shall/will
	tomorrow, next Friday...	all next week (month) ...
Future in the Past	I should/would He would }show We should/would	I should/would He would } be showing We should/would

Tense / Form	**Perfect** (передування певному моменту, завершеність дії)	**Perfect Continuous** (дія, що почалась у певний момент і триває до іншого певного моменту, часто включаючи його)
Present **time expressions**	I have He has }shown We have	I have been He has been }showing We have been
	ever, never, already, just, recently, so far	all day, for months/ages lately, since, for
Past **time expressions**	I He }had shown We	I He }had been showing We
	after, once, already, by	meanwhile, never
Future **time expressions**	I shall/will He will } have shown We shall/will	I shall/will He will } have been We shall/will showing*
	By (definite time)	By (definite time)
Future in the Past	I should/would He would }have shown We should/would	I should/would He would } have been We should showing*

ВІДМІНЮВАННЯ ДІЄСЛОВА TO SHOW У ВСІХ ЧАСОВИХ ФОРМАХ ПАСИВНОГО СТАНУ

Tense/ Form	**Indefinite/Simple**	**Continuous**	**Perfect**
Present	I am He is } shown We are	I am He is }being shown We are	I have He has }been shown We have
Past	I He } was } shown We were	I He}was}being shown We were	I He }had been shown We
Future	I shall/will He will} be shown We shall/will	* -----	I shall/will He will}have been shown We shall/will
Future in the Past	I should/would He would } be shown We should/would	* -----	I should/would He would }have been shown We should/would

P.S. * Форми **Future Continuous** та **Future in the Past Continuous** не використовуються в пасивному стані. Форми **Perfect Continuous Passive** в пасивному стані відсутні.

!! Форми пасивного стану використовуються переважно для опису систем, процесів та процедур, при якому підкреслюється дія, що відбувається, або предмет, на який ця дія спрямована. Виконавець дії часто не вказується, оскільки він є 1) несуттєвим, 2) невідомим, або 3) очевидним з контексту ситуації. Вказуючи на виконавця вживається прийменник **by**, вказуючи на знаряддя дії – прийменник **with**.

MODAL VERBS МОДАЛЬНІ ДІЄСЛОВА

Дієслово	**Вживання**	**Переклад**	**Приклад**
Can **Еквіваленти:** **be able (to)** **manage (to)**	1.Фізична чи розумова здатність / нездатність, вміння /невміння 2. Дозвіл 3. Прохання дозволу 4. Подив, недовіра (питальна форма) 5. Неможливість, неймовірність (заперечна форма) 6. Заборона (заперечна форма)	можу вмію можна можна? не може бути, що; не може бути, що; навряд чи не можна	1. I **can /cannot answer** this question. 2. You **can go** there if you want. 3. **Can** I **borrow** your book? 4. **Can** it **be** Pete who said it? 5. He **cannot be working** yet. 6. You **cannot stay** here alone.
Could	1.Фізична чи розумова здатність /нездатність, вміння/ невміння у минулому 2. Ввічливе прохання (питальна форма) 3. Ймовірність, можливість (менше 50%)	міг, вмів можна? чи не...? можливо	1. When I was younger, I **could /couldn't do** it myself. 2**. Could** you **lend** me your pen? 3. This information **could be** reliable.
May **Еквіваленти:** **be allowed (to)** **be permitted (to)**	1. Дозвіл 2. Прохання дозволу 3. Ймовірність, можливість (більше 50%)	можна можна? можливо	1.You **may take** your place. 2. **May** I **call** him tomorrow? 3. I **may see** Mr. Parker tonight.
Might	1.Дозвіл в минулому 2. Можливість, ймовірність (менш ніж 50%)	міг можливо	1.He said I **might borrow** his book. 2.She **might get** lost if she doesn't know the address.
Must **еквіваленти** **have (to)** **be (to)**	1. Необхідність, обов'язок 2. Впевненість (~100%) 3. Наказ 4. Заборона (заперечна форма)	повинен мушу напевно повинен не можна	1. We **must answer** this letter immediately. 2. She is absent. She **must be** away on business. 3. You **must leave** at once. 4. You **mustn't argue** with your boss.

Will	1. Намір 2. Прохання, пропозиція (питальна форма)	обов'язково чи не...?	1. I **will meet** you at the office. 2. **Will** you please **sign** the papers?
Would	1. Прохання дозволу 2. Надання переваги 3. Прохання	Ви не проти, якщо...? скоріше Чи не...?	1. **Would you mind** if I invite the manager? 2. I **would rather discuss** the terms of the contract. 3. **Would** you l**ook** for these files, please?
Shall	1. Наказ (особливо в офіційних документах) 2. Пропонування, намір	повинен чи не...?	1. All company workers **shall be present** at the party. 2. **Shall I start** analyzing The data?
Should	1. Порада, інструкція рекомендація 2. Докір, дорікання	краще, слід варто не варто, не слід	1. You **should check** everything yourself. 2. You **should not rely** on him.
Ought to	Порада, рекомендація	краще, слід	You **ought to hire** a bookkeeper.
Need	1. Потреба в чомусь, необхідність 2. Відсутність потреби чи необхідності	повинен, потрібно не варто, не потрібно	1. We **need consult** the lawyer. 2. We **needn't worry** – everything will be O.K.

!!Модальні дієслова вживаються з інфінітивом без частки to, крім ought to. У питальній і заперечній формі модальні дієслова вживаються як допоміжні: May I come in? No, you may not.

НАВЧАЛЬНЕ ВИДАННЯ

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Англійська мова за професійним спрямуванням

ENGLISH FOR SPECIFIC PURPOSES

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