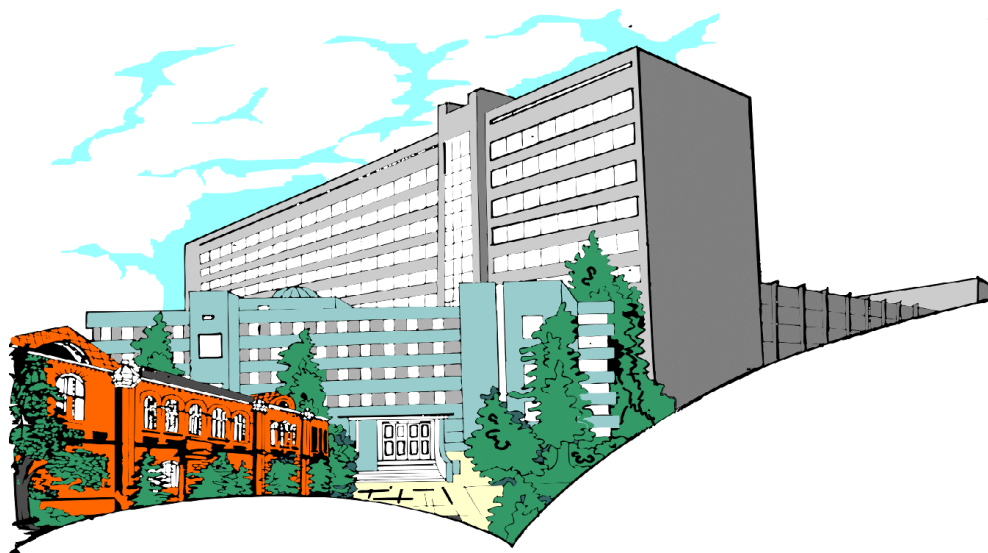


МІНІСТЕРСТВО ОСВІТИ ТА НАУКИ УКРАЇНИ
ХЕРСОНСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ЗАГАЛЬНОУНІВЕРСИТЕТСЬКА КАФЕДРА МОВНОЇ ОСВІТИ

100 *Років*
ХЕРСОНСЬКОМУ ДЕРЖАВНОМУ
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Ленюк Н.М.

**ЗБІРНИК ФАХОВИХ ТЕКСТІВ ІЗ ЗАВДАННЯМИ
з дисципліни
«Іноземна мова»:
методичне забезпечення контролю
навчальних досягнень студентів факультету економіки
та менеджменту**

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Збірник фахових текстів із завданнями з дисципліни «Іноземна мова»: методичне забезпечення контролю навчальних досягнень студентів факультету економіки та менеджменту [Текст] / Н.М. Ленюк, 2016. – 39 с.

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ПЕРЕДМОВА

Збірник фахових текстів розроблено у відповідності до типової та робочої програми дисципліни “Іноземна мова” для студентів 1–3 курсів денної форми навчання факультету економіки і менеджменту.

Метою збірника фахових текстів є формування у студентів практичних навичок та вмінь роботи з текстами за професійним спрямуванням. Кожний урок (Unit) містить автентичні тексти на англійській мові, що підібрані з сучасних текстів з економічної сфери та з мережі Інтернет, тести та комунікативні завдання для контролю розуміння змісту тексту.

Тексти та завдання призначені для навчання професійно-орієнтованому читанню як важливому компоненту підготовки майбутніх спеціалістів в галузі менеджменту.

Тексти відібрані відповідно до рівня знань студентів. Запропоновані завдання мають на меті встановлення відповідності англійських термінів українським, на вирішення вірної чи невірної інформації тексту, визначення рівня розуміння прочитаного. Комунікативні завдання носять творчий та проблемний характер типу : доведіть, прокоментуйте, опишіть, поясніть. Такі вправи сприяють розвитку вмінь усного мовлення. До кожного уроку надається тематичний словник, що складається з термінів за фахом.

Unit 1

Entrepreneurship

I Vocabulary

1. Read and memorize the following words, word combinations and word-groups.

entrepreneurship	підприємництво
ability	здібність, здатність
to accept	приймати
in order to	для того, щоб
entrepreneur	підприємець
various	різноманітний
to operate	керувати, працювати
to raise	підвищувати
backing	забезпечення, субсидування, підтримка
to acquire	отримувати, керувати
to assemble	збирати
overall	весь, цілий, загальний
enterprise	підприємство
to loose (lost, lost)	втрачати
eventually	з часом, зрештою
to earn a profit	отримувати, заробляти прибуток
share	частка
to bear	нести
losses	збитки
to manage	керувати
to carry out decisions	виконувати рішення
higher-ranking executives	керівники високого рангу
to make decisions	приймати рішення
to involve	спричиняти, включати
to run small business	керувати підприємством малого бізнесу
notable	значний

recognition	визнання, схвалення
accomplishment	гідність, соціальний стан
intrinsic reward	моральне задоволення
extrinsic reward	громадське визнання
pay increases	зростання платні
praise	похвала, подяка
the drive	стимул, велика енергія, спонукання

II Reading

1. Read and translate the text :

Entrepreneurship

1. Entrepreneurship is an ability some people have to accept risks and combine factors of production in order to produce goods and services. Entrepreneurs organize the various components necessary to operate a business. They raise the necessary financial backing, acquire a physical site for the business, assemble a team of workers, and manage the overall operation of the enterprise. They accept the risk of losing the money they spend on the business in the hope that eventually they will earn a profit. If the business is successful, they receive all or some share of the profits. If the business fails, they bear some or all of the losses.

2. Many people mistakenly believe that anyone who manages a large company is an entrepreneur. However, many managers at large companies simply carry out decisions made by higher-ranking executives. These managers are not entrepreneurs because they do not have final control over the company and they do not make decisions that involve risking the companies resources. On the other hand, many of the nation's entrepreneurs run small businesses, including restaurants, convenience stores, and farms. These individuals are true entrepreneurs, because entrepreneurship involves not merely the organization and management of a business, but also an individual's willingness to accept risks in order to make a profit.

3. Throughout its history, the United States has had many notable entrepreneurs, such as inventor Thomas Edison and automobile producer Henry Ford. More recently, internationally recognized leaders have emerged in a number of fields: Bill Gates of Microsoft Corporation and Steve Jobs of Apple Computer in the computer

industry; Michael Eisner of the Walt Disney Company as well as a number of entrepreneurs at smaller independent production studios that developed lately.

4. The key to success in any corporation is people, and they need to be motivated. People are motivated by a variety of things, such as recognition, accomplishment, and status. Intrinsic reward is the good feeling you have when you have done a job well. An extrinsic reward is given to you by someone else as recognition for good work. Such things as pay increases, praise, and promotions are examples of extrinsic rewards. Ultimately, motivation - the drive to satisfy a need - comes from within. There are ways to stimulate people that bring out the natural drive to do a good job.

5. The most important person to motivate, of course, is yourself. One way to do that is to find the right job in the right organization, one that enables you to reach your goals in life.

III. Vocabulary and comprehension

Ex.1 Find where in the text it is said about the points given below. Put down the number of the paragraph:

- a) the work of the entrepreneurs;
- b) the difference in the activity of the managers and the entrepreneurs;
- c) the notable entrepreneurs in the history of the USA;
- d) how to motivate people.

Ex.2 Match the words on the left with their definitions on the right.

1) entrepreneur	a) the good feeling you have when you have done a job well;
2) profit	b) materials and components used to make products or the products that are made;
3) to manage	c) to make someone want to act, to provide with a motive;
4) goods	d) money, gained by trade or business;

5) intrinsic reward	e) a person who organizes the various components necessary to operate a business;
6) to motivate	f) to guide, direct with authority so as to get results.

Ex.3. Find the terms in the text which designate the following:

1. An ability to accept risks in order to make a profit.
2. A person who is employed to control, organize and direct part or all of a business or organization.
3. To receive for work or service, to be paid.
4. Thing that drives entrepreneurs to risk capital, hire employees and buy what they need to produce goods and services.
5. The drive to satisfy a need.
6. Recognition for good work given to you by someone else such pay increases, praise and promotion.

Ex.4. Answer the following questions:

1. What is entrepreneurship?
2. What do entrepreneurs do?
3. What is the key to success in any corporation?
4. What is an intrinsic reward?
5. What is an extrinsic reward?
6. The most important person to motivate is yourself, isn't it?
7. Why is it so important for a person to find the right job in the right organization?

Ex. 5 Say if the following statements are true or false.

1. Entrepreneurs accept the risk of losing the money they spend on the business in the hope that eventually they will earn a profit.
2. Anyone who manages a large company is an entrepreneur.
3. Managers make decisions that involve risking the companies' resources.
4. The key to success in any corporation is capital.
5. People are often motivated by recognition, accomplishment, pay increases, praise.

6. A good job in a good organization will enable you to reach your goals in life.

IV. Oral practice

Ex.6 Explain the difference between an entrepreneur and a manager.

Ex.7 Prove that it is very important for people to be motivated.

Ex.8 Speak of the notable entrepreneurs you know in your city, country and in the world.

Ex.9 Make up a plan covering the main ideas. Discuss the text according to the plan.

Ex.10. Discussion points.

Do the questionnaire, then compare your answers with a partner.

The questionnaire How do you rate as an entrepreneur?

1. Are you a self starter?

- a. I only make an effort when I want to.
- b. If someone explains what to do, then I can continue from there.
- c. I make my own decisions. I don't need anyone to tell me what to do.

2. How do you get on with other people?

- a. I get on with almost everybody.
- b. I have my own friends and I don't really need anyone else.
- c. I don't really feel at home with other people.

3. Can you lead and motivate others?

- a. Once something is moving I'll join in.
- b. I'm good at giving orders when I know what to do.
- c. I can persuade most people to follow me when I start something.

4. Can you take responsibility?

- a. I like to take charge and to obtain results.

b. I'll take charge if I have to but I prefer someone else to be responsible.

c. Someone always wants to be the leader and I'm happy to let them do the job.

5. Are you a good organizer?

a. I tend to get confused when unexpected problems arise.

b. I like to plan exactly what I'm going to do.

c. I just like to let things happen.

6. How good a worker are you?

a. I'm willing to work hard for something I really want.

b. I find my home environment more stimulating than work.

c. Regular work suits me but I don't like it to interfere with my private life.

7. Can you make decisions?

a. I am quite happy to execute other people's decisions.

b. I often make very quick decisions which usually work but sometimes don't.

c. Before making a decision, I need time to think it over.

8. Do you enjoy taking risks?

a. I always evaluate the exact dangers of any situation.

b. I like the excitement of taking big risks.

c. For me safety is the most important thing.

9. Can you stay the course?

a. The biggest challenge for me is getting a project started.

b. If I decide to do something, nothing will stop me.

c. If something doesn't go right first time, I tend to lose interest.

10. Are you motivated by money?

a. For me, job satisfaction cannot be measured in money terms.

- b. Although money is important to me, I value other things just as much.
- c. Making money is my main motivation.

Unit 2

Learning Management

I Vocabulary

I. Read and memorize the following words, word combination and word groups:

to undertake	розпочинати, організовувати
activity	діяльність
to achieve	досягати
to depend on	залежати
to desire	бажати
to guide	керувати, направляти
to allocate	розміщувати, розповідати
responsibility	відповідальність
safe	безпечний
to seek (sought)	шукати, прагнути
to destroy	руйнувати
to pollute the environment	забруднювати довкілля
to establish the conditions	створювати умови
income	доход
neither ... nor	ні ... ні
to affect	впливати
to find oneself	опинятися
physician	лікар
accountant	бухгалтер
opportunity	можливість
to offer	пропонувати
to cope with	справитися
properly	належним чином
challenge	проблема
reward	винагородження

II Reading

1. Read and translate the text:

Why Study Management?

1. **Management** is the process undertaken by one or more individuals to coordinate the activities of others to achieve results not achievable by one individual acting alone.

2. Learning about management is important for two reasons. First, our society depends on specialized institutions and organizations to provide the goods and services we desire. These organizations are guided and directed by the decisions of one or more individuals known as "managers". It is managers who allocate society's resources. Managers have the authority and responsibility to build safe or unsafe products, seek war or peace, build or destroy cities, or clean up or pollute the environment. Managers establish the conditions under which we are provided jobs, incomes, lifestyles, products, services, protection, health care, and knowledge. It would be very difficult to find anyone who is neither a manager nor affected by the decisions of a manager.

3. Second, individuals not trained as managers often find themselves in managerial positions. Many individuals presently being trained to be teachers, accountants, musicians, salespersons, artists, physicians, or lawyers will one day earn their livings as managers. They will manage schools, accounting firms, orchestras, sales organizations, museums, hospitals, and government agencies. The world offers many opportunities to managers and entrepreneurs who are creative, knowledgeable, and tuned in to what people need and what they can afford.

4. The success of the United States, Canada, Japan, France, Germany, or any industrialized nation lies in managing productivity, being able to cope with environmental changes, and properly managing the workforce. These challenges will require well-educated, knowledgeable, and hard-working individuals deciding that a management career is of value to them personally. Managing is one of the most stimulating and rewarding careers a man or woman can choose.

5. Both organizational growth and its increasing influence on our economy and standard of living are relatively recent in history; thus, the study of management is relatively new. Many of the first individuals to study and write about management were practicing managers. They described their own experiences and tried to generalize the principles they believed could be applied in similar situations. Even

today, a great deal of what we know about management comes from the autobiographies and memoirs of men and women who are or have been practicing managers.

6. The three well-established approaches to management thought are the **classical approach**, the behavioral approach, and the **management science approach**. Although these approaches evolved in historical sequence, later ideas have not always replaced earlier ones. Rather, each new approach has added to the knowledge of the previous ones. At the same time, each approach has continued to develop on its own. And at last, some merging did occur as later theorists attempted to integrate the accumulated knowledge.

7. Managers can create opportunities for employees, judge performance accurately, and encourage optimum productivity. Of course, the study of management also points out errors that managers make by being selfish, insensitive, harsh, and autocratic.

8. Today's managers and organizations that make headlines about their high performance stress the importance of rational planning, organizing, and controlling the work of individuals and the organization in which the work takes place. But this recognition of the importance of managing did not develop overnight; it took many years.

III. Vocabulary and comprehension

Ex.1. Find where in the text it is said about the points given below. Put down the number of the paragraph.

- a) the importance of the study of management;
- b) who often find themselves in managerial position;
- c) the reason of the success of many industrialized nations;
- d) whether the study of management is new or old;
- e) the three approaches to management.

Ex.2. Match the words on left with their definitions on the right.

1) management	a) the official power to give orders, make decisions, etc.
2) organization	b) the process undertaken by one or more

	individuals to coordinate the activities of others.
3) classical approach	c) an approach, characterized by a concern, an interest for individual or group behavior in organizations.
4) authority	d) a person who organizes and manages a business trying to make a profit but taking the risk of a loss.
5) behavioral approach	e) an approach aimed at increasing decisions effectiveness through the use of mathematical models and statistical methods
6) entrepreneur	f) a group of people working together to accomplish a goal.
7) management science approach	g) finding ways to manage work and organizations so that higher levels of output would be produced at lower costs.

Ex.3. Find the terms in the text which designate the following. Put down the number of the paragraph.

1. Things for sale that are produced and consumed.
2. Someone who makes decisions, allocates society's resources, organizes and encourages optimum productivity.
3. Things used to produce goods, services and capital.
4. The usefulness or importance of smth.
5. The way of living that a person or community considers necessary to provide enough material for comfort, happiness, etc.
6. Uniting, being absorbed.
7. A person who works for some person or firm for pay.
8. To stimulate, to give hope, courage.

Ex.4. Answer the following questions.

1. What is management?
2. Why is learning about management so important nowadays?
3. Where is the key to the success of many developed countries?
4. What kind of person does managerial career require today?
5. What are the three approaches to management?
6. What opportunities can managers create?
7. What activities are very important in the process of management?

Ex.5. Say if the following statements are true or false.

1. Management is the art of getting things done through people and other resources.
2. Good managers usually know what people need and what they can afford.
3. The success of Japan lies in rich natural resources.
4. Many persons not trained as managers often find themselves in managerial positions.
5. Managers must be creative, knowledgeable, communicative and autocratic.
6. The recognition of the importance of managing took many years.

IV. Oral practice

Ex.6. Prove that learning about management is very important now and especially in our country.

Ex.7. Read, translate and explain the following statements.

1. To manage is to forecast and to plan, to organize, to command, to coordinate and to control.
2. Management is either the group of managers who together run a business or the art of so doing. The word “manage” is several centuries old, and it comes from the Italian maneggiare, “to handle” (horses). It is widely acknowledged that effective management requires a number of particular abilities:
 - To listen as well as to talk.
 - To lead by example.

- To give clear instructions when required.
- To select competent people.
- To know how to encourage people to be innovative.
- To give credit when credit is due.
- To be honest, consistent, approachable and decisive.

3. Managing is the art of getting things done through and with people in formally organized groups. It is the art of creating an environment in which people can perform as individuals and yet cooperate towards the attainment of group goals.

Ex.8. Speak of the importance of good management.

Ex.9. Make up a plan covering the main ideas. Discuss the text according to the plan.

Unit 3

Economic Interconnection. Globalization.

I Vocabulary

1. Read and memorize the following words, word combinations word groups:1.

Interconnection	- взаємозв'язок
Array	- маса, безліч
Mankind	- людство
To witness	- бути свідком, бачити
Rise	- підйом
Expansive	- великий, просторий
To break (broke, broken)	- переривати, руйнувати
To promise	- обіцяти
To involve	- включати в себе
To overcome	- подолати
Free flow	- вільний плін, течія
Movement	- рух
To facilitate	- сприяти
Mutual gains	- взаємна вигода
Voluntary	- добровільний
Transaction	- угода, справа
To benefit	- мати вигоду
Consumer	- споживач
To wear (wore, worn)	- бути одягненим, носити
Phenomenon (a)	- явище
Petrochemicals	- нафтопродукти
To figure out	- дізнатися, осягти
To afford	- дозволяти собі
To create jobs	- створювати робочі місця
Purchasing power	- купівельна спроможність
Opportunity	- можливість
Per capita	- на душу населення
To remain	- залишати(ся)
To be reluctant	- не мати охоти

Average	- пересічний, середній
Issue	- проблема
Rate	- темп, рівень
To offer	- пропонувати
Tremendous	- величезний
Giant	- гігант
To possess	- мати, володіти
Customer	- покупець, клієнт
Attempt	- спроба, намагання
Exaggeration	- перебільшення
To examine	- розглядати, досліджувати

II Reading

1. Read and translate the text:

Economic Interconnection. Globalization: An Array of opportunities

1. We live in a very special time in the history of mankind because only now it became possible by the new technologies of communication and transport to integrate the world economy. We witness the rise of an expansive new world of economic interconnections where business breaks through borders and time zones» Economic activity in the coming decades promises to be more integrated by means of trade capital, people and ideas.

2. Interconnection of economies involves different human activities, not only the economic integration. The economic interconnection helps to overcome the barriers between nations and cultures through deregulation of local rules and standardization of norms. Deregulation and standardization of national economies allows free flow of trade, capital, people and ideas between nations but does not lead to a global culture, religion nor a global market. Free movement of people and ideas facilitates interconnection of cultures, religions and markets.

3. Trade and marketing are mutual gains from voluntary exchanges between people, Two individuals enter into a voluntary transaction only if both expect to benefit. Exchange allows a mutual benefit. The same is true of nations. The more different two countries are the more they gain by trading with each other.

4. The world has become a small place because of globalization. Consumers from Montana to New Zealand wear Levi's, drink Coca-Cola, drive Hondas, and watch CNN. The map of the world appears to center on North America, Europe, and Japan—the most developed

markets. However, 3.6 billion people or 77 percent of the Earth's population live in what is called the developing world. New businesses, management, and even Coca-Cola are relatively new phenomena in these developing nations.

5. Managers and entrepreneurs in business producing petrochemicals, chewing gum, and shoes have to figure out how to price, sell, and manufacture products that consumers in developing, as well as developed, nations can enjoy and afford. One part of the puzzle is learning how to create jobs so that consumer purchasing power can increase.

6. South America, Africa, and Eastern Europe present many business opportunities. However, as long as per capita incomes remain low, organizations are reluctant to enter a market. The average Nigerian and Russian now earns only about \$600 a year. There is also the issue of whether people in developing markets can produce high-quality products.

7. Asia shows the world's highest economic growth rates in the world. China is growing at over 7 percent and the Philippines at over 6 percent. China's 1.2 billion people offer tremendous business opportunities for telecommunications, pharmaceuticals, and food businesses. India is another giant nation that already possesses about 200 million middle-class customers.

8. Any attempt to discuss globalization is often met with exaggeration. But when the world is closely examined, it becomes clear that people everywhere want a better standard of living, better jobs, and to be a part of the global marketplace. Business leaders from Hong Kong to Sydney to Houston will need to plan, organize, lead, and control businesses to provide the quality products and services that billions of people want.

III. Vocabulary and comprehension

Ex. 1 Find where in the text it is said about the points given below. Put down the number of the paragraph.

- a) economic activity in the coming decades;
- b) business opportunities of developing countries;
- c) the highest economic growth rates in the world;
- d) people everywhere want a better standard of living;

Ex. 2 Match the worlds on the left with their definitions on the right.

- | | |
|-----------------------|--|
| 1) consumer | a) a price of business; an agreement |
| 2) benefit | b) each to the other; given and received |
| 3) interconnection | c) anything for the good of a person or thing; an advantage |
| 4) transaction | d) a person who buys and uses goods or services |
| 5) mutual | e) the way of living that a person or community considers necessary to provide enough material things for comfort, happiness, etc. |
| 6) purchasing power | f) to have; to hold as property |
| 7) to possess | g) connection with each other |
| 8) standard of living | h) a number of goods one can buy for a certain sum of money at a certain period of time |

Ex. 3. Answer the following questions:

1. Why do we call our time a special time in the history of mankind?
2. What does economic interconnection help to do and in what way?
3. What are the mutual gains from voluntary exchanges between people?
4. What is very important to learn for managers and entrepreneurs in business now?
5. What regions of the world present many business opportunities nowadays?
6. What part of the world shows the world's highest economic growth rates?
7. What do all people in the world want?

Ex. 4. Say if the following statements are true or false.

1. Economic activity will be more integrated by means of trade, people and ideas.
2. Standardization of national economies leads to a global culture.
3. Only now it became possible by the new technologies of communication and transport to integrate the world economy.

4. The economic interconnection helps to overcome the barriers between nations and cultures.
5. The more different two countries are, the less they gain by trading with each other.
6. Eastern Europe shows the world's highest economic growth rates in the world.
7. Russia is another gains nation that already possesses about 200 million middle-class customers.

IV. Oral practice

Ex. 5. Speak of the advantages of economic interconnection.

Ex. 6. Prove that trade and marketing are mutual gains from voluntary exchanges between people.

Ex. 7. Describe the world we live now in the process of globalization.

Ex. 8. Make up a plan covering the main ideas of the text. Discuss the text according to this plan.

Unit 4

Human relations within an organization

I Vocabulary

Exercise 1. Read and memorize the following words, word combinations and word-groups:

To ensure	забезпечувати
Ability	здатність
To influence	впливати
To accomplish a gone	досягати мети
Approach	підхід
To determine	визначає
Personality	особистість
Follower	послідовник
To inspire	надихати, вселити, викликати
Alongside	поряд, разом
To invoke	закликати, навіяти, викликати
Authority	влада, вплив, авторитет
To take the credit	приписувати заслугу
Accomplishment	успіхи, здобуток, досягнення
To distinguish	розрізняти
To convince	переконати
To match	установити відповідальність
Crucial	вирішальний
Interpersonal	між особові
Interaction	взаємодія
Ambiguity	двозначність
Incorporate	включати
Courtesy	ввічливість
Respect	повага
To be satisfied	бути задоволеним
Surroundings	навколишнє середовище
Encourage	заохочувати

To perceive	сприймати
Perception	сприйняте
Staff	персонал

II Reading

Exercise 2. Read and translate the text “Human relations within an organization”.

Human relations within an organization

1. To ensure good human relations within an organization three components are particularly important: leadership, communication, and motivation. Leadership is the ability to influence people to work toward accomplishing a goal. A leader's approach is determined by the demands of the situation, by the needs and personalities of the followers, and by the culture of the organization. The manager who inspires enthusiasm and who works alongside employees is usually more effective than the boss who invokes authority and takes all the credit for the group's accomplishments. Managers must learn to distinguish between authority -the ability to make someone do something, and leadership - the ability to inspire someone to do something. A leader has to create «a sense of excitement» in the organization, and convince staff that he knows where the business is going. Effective leadership depends on matching the leader to the task and the situation. Effective leadership might be a crucial factor in the success of the organization.

2. A very important component of good organizational human relations is communication. Through speaking and listening, writing and reading, managers and lower-level employees not only share crucial job-related information but also build interpersonal networks and patterns of interaction. Effective business communication should be clear but free of ambiguity. At the same time it must incorporate courtesy and respect, which help to keep lines of communication open and effective. One study found that 90 per cent of the people who report good communication with their bosses are satisfied with their jobs. When giving instructions, managers must make sure that those instructions have been understood and interpreted correctly. Studies show that physical surroundings and physical distance limit or encourage communication. Another important barrier to effective communication is selective perception, that is

people perceive things in different ways. The world of the sender is not the same as the world of the receiver. To minimize such problems, managers should encourage staff to ask questions and to react to what the managers are saying. Communication should be a two-way process to ensure success of the company.

III. Vocabulary and comprehension

Exercise 3. Find where in the text it is said that:

- a) the culture of the organization influence the abilities of a leader;
- b) effective leadership is very important for the success of the organization;
- c) effective business communication involves courtesy and respect;
- d) people understand things in different ways, their perception is selective;

Exercise 4. Match the words on the left with their definitions on the right.

- | | |
|----------------------------------|---|
| 1. a goal
more than one | a) when what someone has said or written can have
possible meaning; |
| 2. a leader
office, | b) someone who is paid to work for someone else at an
bank, etc; |
| 3. a follower | c) to try to persuade someone to do something; |
| 4. an employee | d) something that you hope to achieve in future; |
| 5. ambiguity | e) to make certain that something happens or done; |
| 6. to encourage
organization, | f) a person who is in charge of or controls a country,
team, etc; |
| 7. to ensure
something such | g) someone who believes in or supports someone or
as a set of ideas or a religion. |

Exercise 5. Find the terms in the text which designate the following:

- 1. a person who is in charge of a bank, shop, sports team etc., or a group of people in a company;
- 2. the group of people who work for an organization;

3. a person who receives
4. a person or thing that sends;
5. the process of exchanging information or ideas by speaking or writing
6. an ability to do something well, especially because you have practiced it.

Exercise 6. Find the answers to the following questions in the text, put down the number of the paragraph.

1. What is necessary for ensuring good human relations within an organization?
2. What leadership qualities are required by a manager?
3. How is it possible to develop good leadership qualities?
4. How does leadership differ from authority?
5. What is more important for the success of the company – formal or informal, open communication?
6. Will the company benefit if there is some kind of social distance among people?
7. How can “social distance” be reduced?
8. What can create good communication in the company?

Exercise 7. Say if the following statements are true or false:

1. A manager who bosses about is more effective than a manager who works alongside employees;
2. Leadership is the ability to inspire someone to do something;
3. A crucial factor in the success of the organization is communication;
4. Interpersonal networks of interaction are built by means of motivation;
5. Business communication should incorporate courtesy and respect;
6. Managers should not be interested in what their subordinates say;
7. Communication means asking and answering.

IV. Oral practice

Exercise 8. Explain the difference between authority and leadership.

Exercise 9. Prove that effective manager should have good communication skills.

Exercise 10. Make up a plan covering the main ideas. Retell the text according to the plan.

Exercise 11. Discussion points.

Have a discussion with your partner:

- a) about the importance of good communication in the company;
- b) about the fact that people perceive things in different ways.

Unit 5

U.S. Economic System

I Vocabulary

Exercise. 1 Read and memorize the following words, word combinations and word groups:

To refer to	посилатись на
To determine	визначати
To own	володіти
Social institution	громадська установа
A consumer	споживач
A saver	ощадлива людина
An investor	вкладник
To vote	голосувати
To distribute	розподіляти
A labour unit	профспілкова організація
Bargaining	проведення переговорів
To band together	об'єднуватись
To share	ділитись
Nonprofit	неприбутковий
Charity	доброчинність
Shelter	житло
To enjoy	отримувати задоволення,
To establish	насолоджуватись
Output level	встановлювати
A guiding principle	рівень випуску продукції
To date back	головний принцип
To purchase	брати початок
To consume	купувати
To hire	споживати
To acquire	наймати
Communally	придбати
To charge price	колективно

Tangible	встановлювати ціну
To touch	матеріальний
To satisfy	доторкнутись
To be willing	задовольняти
Interaction	бути готовим
To compete	взаємодія
To attempt	конкурувати
Profit	намагатись
Decision	прибуток
Pure	прийняття рішень
Defense	чистий
Assistance	оборона
Low-income	допомога
High way	малозабезпечений
Incentive	автомобільна дорога
To encourage	стимул, винагорода
To discourage	заохочувати
Guideline	відбивати охоту
Environmental protection	директива, генеральна лінія захист навколишнього середовища

II Reading

Exercise 2. Read and translate the text: U.S. Economic system.

U.S. Economic system

1. An economic system refers to the laws and institutions in a nation that determine who owns economic resources, how people buy and sell those resources, and how the production process makes use of resources in providing goods and services. The U.S. economy is made up of individual people, business and labor organizations, and social institutions. People have many different economic roles—they function as consumers, workers, savers, and investors. In the United States, people also vote on public policies and for the political leaders who set policies that have major economic effects. Some of the most important organizations in the U.S. economy are businesses that produce and distribute goods and services to consumers.

Labor unions, which represent some workers in collective bargaining with employers, are another important kind of economic organization. So, too, are cooperatives—organizations formed by producers or consumers who band together to share resources—as well as a wide range of nonprofit organizations, including many charities and educational organizations, that provide services to families or groups with special problems or interests.

2. For the most part, the United States has a market economy in which individual producers and consumers determine the kinds of goods and services produced and the prices of those products. The most basic economic institution in market economies is the system of markets in which goods and services are bought and sold. That is where consumers buy most of the food, clothing, and shelter they use, and any number of things that they simply want to have or that they enjoy doing. Private businesses make and sell most of those goods and services. These markets work by bringing together buyers and sellers who establish market prices and output levels for thousands of different goods and services.

3. A guiding principle of the U.S. economy, dating back to the colonial period, has been that individuals own the goods and services they make for themselves or purchase to consume. Individuals and private businesses also control the factors of production. They own buildings and equipment, and are free to hire workers, and acquire things that businesses use to produce goods and services. Individuals also own the businesses that are established in the United States. In other economic systems, some or all of the factors of production are owned communally or by the government.

4. For the most part, U.S. producers decide which goods and services to make and offer to sell, and what prices to charge for those products. Goods are tangible things—things you can touch—that satisfy wants. Examples of goods are cars, clothing, food, houses, and toys. Services are activities that people do for themselves or for other people to satisfy their wants. Examples of services are cutting hair, polishing shoes, teaching school, and providing police or fire protection.

5. Producers decide which goods and services to make and sell, and how much to ask for those products. At the same time, consumers decide what they will purchase and how much money they are willing to pay for different goods and services. The interaction between competing producers, who attempt to make the highest possible profit, and consumers, who try to pay as little as possible to acquire what they want, ultimately determines the price of goods and services.

6. In a market economy, government plays a limited role in economic decision making. However, the United States does not have a pure market economy, and the government plays an important role in the national economy. It provides services and goods that the market cannot provide effectively, such as national defense, assistance programs for low-income families, and interstate highways and airports. The government also provides incentives to encourage the production and consumption of certain types of products, and discourage the production and consumption of others. It sets general guidelines for doing business and makes policy decisions that affect the economy as a whole. The government also establishes safety guidelines that regulate consumer products, working conditions, and environmental protection.

III. Vocabulary and comprehension

Exercise 3. Find where in the text it is said about the points given below. Put down the number of the paragraph.

- a) In market economics the most basic economic institution is the system of markets;
- b) People have many different economic roles;
- c) In the U.S. individuals own goods and services;
- d) Producers decide which goods and services to make and sell.

Exercise 4. Match the words on the left with their definition on the right.

- | | |
|-----------------|---|
| 1) Law – | a) money or gifts given to people who need them; |
| 2) Resources – | b) the group of people who govern a country or state; |
| 3) Consumer – | c) the amount of money you pay to buy something; |
| 4) Charity – | d) the system of rules that people in a country or place must obey. |
| 5) Incentives – | e) something that a country, organization, person etc. has which |
| | they can use. |
| 6) Price – | f) something that encourages you to work harder; |
| 7) Government – | g) someone who buys or uses goods and services. |

Exercise 5. Find the terms in the text which designate the following:

1. Organizations formed by producers or consumers;
2. organizations which represent some workers in collective bargaining with the employers;
3. things you can touch, that satisfy wants, such as cars, clothing etc.;
4. activities which people do for them for themselves or for other people to satisfy their wants;
5. economic institution in market economy where people can buy and sell goods.

Exercise 6. Find the answer to the following questions in the text, put down the number of the paragraph.

- 1) What is the U.S. economy made of?
- 2) What economic roles do people have?
- 3) What are some of the most important organizations in the U.S. economy?
- 4) What do labor unions do?
- 5) What economy does the United States have?
- 6) Who determines the kinds of goods and services in a market economy?
- 7) Where are the goods and services bought and sold?
- 8) How do markets work?
- 9) What is a guiding principle of the U.S. economy?
- 10) What determines the price of goods and services?
- 11) What role does the government play in the market economy?

Exercise 7. Say whether the following statements are true or false, if false say why.

- 1) Businesses produce and distribute goods and services to consumers;
- 2) Cooperatives are organizations formed by the government to produce goods and services;
- 3) In the U.S. federal government establishes prices for the goods and services;
- 4) Goods and services are bought and sold in the system of markets;
- 5) In the U.S. all of the factors of production are owned communally or by the government;
- 6) Producers always compete with each other;
- 7) The decisions of the government in the U.S. never affect the economy as a whole.

IV Oral practice

Exercise 8. Explain the difference between what producers and consumers want.

Exercise 9. Prove that the economy of the U.S. is not a pure market economy.

Exercise 10. Describe the economic system of Ukraine.

Exercise 11. Make up a plan covering the main ideas. Retell the text according to the plan.

Exercise 12. Discussion points.

Comment on:

- a) The role of the government in the economic life of any country;
- b) The advantages and disadvantages of market economies.

Unit 6

The Web as a Sales Tool

I Vocabulary

Exercise 1. Read and memorize the following words, word combinations and word groups:

A tool	– інструмент, метод
Beneficial	– прибутковий
Tremendous	- дуже великий
Event	– поділ
Trace	– слідкувати
Realize	– зрозуміти
Multiply	– множити, збільшувати
Potential	– можливий
Vendor	– продавець
Costumer	– покупець
To market	– продати
Secure	– безпечний
Banner ads	– банер
Webzine	– Інтернет журнал
Home page	– домашня сторінка
To hide (hid, hidden)	- ховати
Bulletin boards	– дошка об'яв
Icon	– іконка
Title	– назва (книги, журналу)
To order	– замовити
A discount	– знижки
To sake	– зекономити
Sale tax	– податок на продаж
Shipping	– доставка
Surfers	– ті, що користуються Інтернетом,
To bypass	шукачі
Advertisement	– обійти, проминути

To mean	об'ява, реклама
Assurance	– означати
To fear	– упевненість
To encoder “scramble”	– боятись
To be wary	- закодувати
Extranet	– боятись
To gross	– зв'язок з зовнішнім світом через Інтернет
	– отримувати прибуток

II Reading

Exercise2. Read and translate the text “The Web as a Sales Tool”

The Web as a Sales Tool

1. There is discussion today about how beneficial the Web is as a sales tool. Many companies, even those with a tremendous presence on the Web, are not making a lot of money. They are positioning themselves for the future, with hopes that buying on-line will become an everyday event.

2. The question that must be answered is whether the World Wide Web will remain a place of information, or evolve into a profitable marketplace for businesses. Actually, if you trace the history and growth of the Internet, you will realize that extraordinary progress has been made. In the last decade, the number of personal computers has multiplied to the point that potential vendors of products and services now see tens of millions of customers to whom they can market their products. As consumers become more relaxed and secure about buying on-line, market potential will rise.

3. Because of this potential, banner ads are everywhere: on Home Pages, magazines or "webzines," hidden on bulletin boards or behind provocative icons. "Cyberstores" offer everything from automobiles to vacation cruises.

4. The most successful vendors are those that mainly transact business by phone, selling a product that does not have to be present physically.

If you know the title or author of a book you want to buy, it is easier ordering it by computer than going to the bookstore. Besides, you may get a discount from a Web vendor, or save sales tax, even though you have to pay for shipping.

5. Will the commercial aspect of the Web overcome or replace its informational function?

A major problem vendors have is that banner ads are not seen unless they are selected (clicked on) by the consumer. The fact that "surfers" can bypass an advertisement means that there is no assurance it will be read.

6. Another problem is that people fear giving personal information on-line, such as credit card numbers or a personal address. Although most sites will encode or "scramble" this information, consumers are wary about giving information to a computer, even if they may freely give that same information to a strange voice on the phone.

7. Thus, a company can spend a good deal of money, with no assurance of the size of its market. Even a provocative and colorful banner is easy to be ignored, when a Web "surfer" is looking for information instead of something to buy. If this aspect of Web advertising changes and new approaches are implemented, then commercialization may overtake the Web.

8. A growing use of Web technology is the "Extranet", which is a company's private link with its corporate customers. (The "Intranet" is the company's internal network with its employees.) General Electric, the most successful example of extranets, grosses over a billion dollars a year in sales.

III. Vocabulary and comprehension

Exercises 3. Find where in the text it is said that:

- a) consumers are afraid to give personal information to a computer;
- b) it is easier sellers to sell and for buyers to buy computer;
- c) market potential will rise if consumers become more secure about buying on-line;
- d) now companies are not making a lot of money by selling on-line.

Exercise 4. Match the words on the left with their definition on the right

- 1) Web - a) a person who buys goods or services;

- 2) Internet - b) to sell something to people;
- 3) Vendor - c) a set of words or pictures in a newspaper magazine, etc or a short film
on TV that introduces new products to people;
- 4) Customer - d) a magazine on the Web;
- 5) Market - e) computer networks worldwide that are connected together and exchange
information;
- 6) Webzine - f) a part of the Internet consisting of documents stored on computers around the world and providing a vast amount of information;
- 7) Advertisement g) a person who sells goods and services.

Exercise 5. Find the terms in the text which designate the following:

- 1) Buy by computer.
- 2) A store on the Internet
- 3) An Internet advertisement.
- 4) Viewing information on the Internet.
- 5) A reduction in the usual price of something.
- 6) Company's internal network with its employees.

Exercise 6. Find the answer to the following questions in the text, put down the number of the paragraph.

- 1) What hopes do many companies have about Internet?
- 2) How can computers help vendors of products?
- 3) When will buying on-line rise?
- 4) What are cyber stores?
- 5) What advantages can buyers have by buying on-line?
- 6) Why is there no assurance that banner ads can be read?
- 7) Why are consumers afraid to give personal information to a computer?
- 8) How can computers make personal information safe?

Exercise 7. Say if the following statements are true or false:

- 1) Many companies hope that buying and selling on-line will become an every day event;
- 2) Personal computers increase the number of potential sellers and buyers;
- 3) Cyber stores are very popular nowadays in our country;
- 4) Computer users cannot bypass banner ads;
- 5) It is not safe to give personal information on-line;
- 6) Computers can make personal information known to everybody who uses the computer;
- 7) “Extranet” and “Intranet” can help a company to sell its products or services.

IV Oral practice

Exercise 8. Explain the difference between the “Extranet” and the “Intranet”.

Exercise 9. Prove that selling and buying on-line is not very popular in our country yet. Give the reasons.

Exercise 10. Make up a plan of the text and retell it.

Exercise 11. Discussion points

- 1) Give your opinion on the role of the computers in the work of managers of different levels.
- 2) Some people think that cyber shops will replace ordinary shops in future. What do you think about it?
Give your reasons.

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