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ПОТРЕБИТЕЛЬСКОЙ КООПЕРАЦИИ

ИНОСТРАННЫЙ ЯЗЫК
Английский язык

Программа, методические указания и задания
контрольной и самостоятельной работы
для студентов заочной формы обучения
направления 38.03.01

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1. ОБЩИЕ ПОЛОЖЕНИЯ

Данное издание предназначено для студентов направления 38.03.01 заочной формы обучения, выполняющих контрольные работы по дисциплине «Иностранный язык».

Дисциплина «Иностранный язык» включена в базовую часть цикла гуманитарных и социально-экономических дисциплин. Владение иностранным языком является обязательным элементом профессиональной подготовки современного специалиста любого профиля.

Содержание дисциплины характеризуется полифункциональностью: иностранный язык выступает не только как цель обучения, но и как средство приобретения сведений в различных областях знания. В этом реализуются широкие межпредметные связи дисциплины «Иностранный язык» с другими общими и профессиональными дисциплинами.

Изучение иностранного языка содействует общему речевому развитию учащихся, расширяет их лингвистический кругозор, способствует формированию культуры общения.

Кроме того, являясь неотъемлемым элементом диалога культур, иностранный язык способствует формированию у учащихся целостной картины мира. Изучение этой дисциплины способствует развитию личности и ее социальной адаптации к условиям постоянно меняющегося поликультурного, полиязычного социального пространства.

Цель учебной дисциплины «Иностранный язык» - развитие профессионально-ориентированной иноязычной коммуникативной компетенции учащихся, то есть их способности и готовности осуществлять непосредственное или опосредованное общение и добиваться взаимопонимания посредством иностранного языка.

Исходя из цели, в процессе изучения дисциплины решаются следующие *основные задачи*:

- Развитие языковой компетенции - овладение языковыми средствами в соответствии с отобранными темами и сферами общения.
- Развитие речевой компетенции – четырех основных видов речевой деятельности (говорения, аудирования, чтения и письма) в сфере бытового и профессионального общения.

- Развитие социокультурной компетенции – умений строить свое речевое и неречевое поведение адекватно социокультурной специфике, формирование умений выделять общее и специфическое в культуре родной страны и стран изучаемого языка.
- Развитие компенсаторной компетенции – способности восполнять в процессе общения недостаточность знания языка, а также речевого и социального опыта общения на иностранном языке
- Развитие учебно-познавательной компетенции – умения совершенствовать учебную деятельность по овладению иностранным языком, удовлетворять с его помощью познавательные интересы в других областях знания.

2. ПРОГРАММА ДИСЦИПЛИНЫ

2.1. Объём дисциплины и виды учебной работы по срокам обучения (ч)

Срок обучения – 4,6 года

Вид занятия	Всего	Курс	
		1	2
Аудиторные занятия:	40	20	20
практические	40	20	20
Контрольная работа	+	+	+
Самостоятельная работа	271	156	115
Вид промежуточного контроля	13	Зачёт 4	Экзамен 9
<i>Общая трудоемкость</i>	<i>324/9</i>	<i>180/5</i>	<i>144/4</i>

2.1. Тематический план

№ п/п	Тема дисциплины	Количество часов на изучение		
		всего	в том числе	
			практические	СРС

					практические
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1	Знакомство	16	-	14	2
2	Цели и стратегии изучения иностранного языка	18	2	16	
3	Обучение в университете	18	2	16	
4	Работа. Выбор профессии	18	-	16	2
5	Мотивация и условия труда	18	2	16	
6	Профессии и должностные обязанности	18	2	16	
7	Структура и деятельность компании	20	2	16	2
8	Презентация	20	-	18	2
9	Технологические новинки	18	2	16	
10	Телефонные переговоры	18	-	16	2
11	Страны и национальности	18	2	16	
12	Национальные стереотипы	18	2	16	
13	Особенности межкультурной коммуникации	17	2	15	
14	Транспорт. Авиаперелеты	16	2	14	
15	Путешествия	16	2	14	
16	Поиск работы	22	2	18	2

17	Работа с источниками профессиональной информации	22	4	18	
	ИТОГО	311	28	271	12

3.2. Разделы дисциплины

Раздел 1. Бытовое и деловое общение

Раздел 2. Путешествия и деловые контакты

Раздел 3. Основы профессионального языка

3.3. Темы и их краткое содержание

Раздел 1. Бытовое и деловое общение

Тема 1. Знакомство

Аудирование. Понимание основного содержания диалогической речи.

Говорение. Речевые формулы в типовых ситуациях знакомства и прощания. Речевые стратегии установления контакта, поддержания разговора, окончания контакта. Правила этикета при первичном контакте (межкультурный аспект).

Письмо. Оформление визитной карточки. Заполнение регистрационной формы.

Тема 2. Цели и стратегии изучения иностранного языка

Чтение. Детальное понимание текста. Критическая оценка полученной информации.

Говорение. Формирование и обоснование своей точки зрения. Речевые стратегии аргументации; пояснения, выражение согласия и несогласия.

Аудирование. Понимание запрашиваемой информации.

Письмо. Написание личного письма.

Тема 3. Обучение в университете

Формирование тезауруса по теме.

Чтение. Поиск необходимой информации в текстах большого объема.

Говорение. Монологическая речь. Средства связности текста.

Стратегии общения со слушателем в монологической речи.

Письмо. Написание эссе.

Проектная работа. Поиск в иноязычном Интернете образовательных программ, отвечающих интересам и возможностям студентов.

Тема 4. Работа. Выбор профессии

Чтение с общим охватом содержания; детальное понимание текста. Оценка полученной информации и формирование собственной точки зрения. Обобщение содержания прочитанного.

Аудирование. Понимание запрашиваемой информации.

Говорение. Ролевая игра. Речевые формулы для уточнения, пояснения, рекомендации.

Речевые стратегии ведения диалога. Уточняющие вопросы, рекомендации.

5. Мотивация и условия труда

Формирование тезауруса по теме.

Чтение: поисковое; с общим охватом содержания.

Аудирование.

Говорение. Выражение своего отношения и оценки.

Языковые средства и речевые клише для выражения положительной и отрицательной оценки.

Стратегии выражения оценки.

Письмо. Написание эссе по предварительно составленному плану.

Средства связности текста; эмфатические средства в письменной речи.

Тема 6. Профессии и должностные обязанности

Формирование тезауруса по теме.

Чтение. Детальное понимание текста. Поисковое чтение. Особенности прагматических текстов справочно-информационного характера.

Аудирование. Понимание основного содержания монологической речи.

Говорение. Спонтанный диалог-расспрос.

Речевые стратегии для уточнения и прояснения непонятной информации.

Речевые формулы для выражения непонимания; уточнение, парафраз.

Тема 7. Структура и деятельность компании

Формирование тезауруса по теме.

Аудирование. Понимание основного содержания монологической речи.

Чтение. Детальное понимание текста.

Самостоятельный поиск, отбор и структурирование релевантной информации из иноязычных источников в Интернете и печатных изданиях.

Говорение. Сообщение с использованием опорного конспекта (органиграммы).

Речевые стратегии для эффективной реализации коммуникативного намерения при сообщении информации в форме монолога. Стратегии поведения адресата монологической речи.

Письмо. Составление плана прочитанного текста.

Тема 8. Презентация

Чтение прагматических текстов, содержащих рекомендации. Поисковое чтение. Детальное понимание текста; интериоризация полученной информации.

Аудирование. Понимание основного содержания монологической речи. Оценка ее качества.

Говорение. Поэтапная подготовка презентации.

Языковые средства и речевые формулы для проведения презентации. Особенности лексики и синтаксиса устной речи по сравнению с письменной.

Речевые стратегии публичного выступления. Структурирование содержания, логика изложения, выбор языковых средств, использование визуальной поддержки, вербальное и невербальное поведение во время презентации.

Письмо. Составление опорного конспекта; подготовка слайдов или раздаточных материалов для презентации.

Тема 9. Технологические новинки

Формирование тезауруса по теме.

Чтение. Детальное понимание текста. Поисковое чтение. Изучение руководства пользователя каким-либо техническим устройством (телефон, плеер и т.п.), извлечение релевантной информации.

Аудирование. Понимание запрашиваемой информации.

Говорение. Дискуссия. Противопоставление положительных и отрицательных сторон явления.

Речевые стратегии оценки, аргументации и обоснования своей точки зрения.

Письмо. Составление электронного письма (e-mail). Правила оформления и этикета электронной корреспонденции.

Тема 10. Телефонные переговоры

Чтение. Детальное понимание текста.

Аудирование. Понимание общего содержания диалогической речи. Оценка эффективности речевых стратегий говорящих.

Говорение. Особенности телефонных переговоров по сравнению с контактными общением.

Речевые клише телефонных переговоров.

Стратегии диалога по телефону. Предварительная подготовка, установление и поддержание контакта, подтверждение достигнутых договоренностей. Этикет деловых телефонных переговоров (межкультурный аспект).

Письмо. Составление памятной записки.

Раздел 2. Путешествия и деловые контакты

Тема 11. Страны и национальности

Названия стран, национальностей и языков.

Говорение. Выражение намерения, возможности, сомнения. Обсуждение планов.

Уточняющие вопросы, повторный запрос, парафраз. Стратегии прояснения непонятной информации.

Ознакомительное чтение. Условия получения визы и оформление необходимых документов для путешествия за границу.

Письмо. Заполнение бланков документов.

12. Национальные стереотипы

Чтение. Детальное понимание текста.

Интериоризация текстовой информации. Анализ конкретных ситуаций (кейсов).

Природа и причины межкультурных конфликтов в повседневном общении. Пути преодоления межкультурных конфликтов. Снятие оценочности и устранение стереотипов в отношении инокультурного поведения.

Говорение. Дискуссия. Высказывание предположения, выражение согласия / несогласия.

Стратегии речевого поведения в эмоционально-напряженной ситуации.

Тема 13. Особенности межкультурной коммуникации

Чтение. Понимание основного содержания страноведческих текстов большого объема.

Письмо. Составление плана-конспекта.

Говорение. Ролевая игра.

Формирование стратегий вербального и невербального поведения при межкультурном общении.

Тема 14. Транспорт. Авиаперелеты

Формирование тезауруса по теме.

Чтение. Поиск необходимой информации в текстах прагматического характера (памятка для пассажиров авиарейсов, указатели в аэропорту, правила поведения в самолете).

Особенности языка инструкций.

Говорение. Диалоги, содержащие запрет, рекомендации, просьбу
Речевые формулы и языковые средства выражения запрета, указания, рекомендации, разрешения, просьбы.

Тема 15. Путешествия

Формирование тезауруса по теме.

Чтение. Поисковое чтение прагматических текстов (буклеты отелей, рекламная информация для туристов, каталоги потребительских товаров).

Аудирование. Понимание общей и детализированной информации.

Говорение. Диалоги прагматического характера: как спросить дорогу, как заказать номер в отеле, еду в ресторане, сделать покупки.

Речевые формулы для привлечения внимания и установления контакта, выражения вежливой просьбы.

Обсуждение и выработка совместных решений.

Стратегии речевого поведения с конкретной коммуникативной перспективой.

Речевые формулы для внесения предложения, выражения согласия/несогласия, подведения итога.

Раздел 3. Основы профессионального языка

Тема 16. Поиск работы

Формирование профессионально-ориентированного тезауруса.

Чтение. Публицистические (медийные) тексты по теме. Поисковое и просмотровое чтение. Детальное понимание текста. Основная мысль текста и его смысловая организация.

Поисковое чтение. Объявления о вакансиях.

Поиск объявлений о вакансиях в иноязычном Интернете и печатных изданиях. Извлечение и структурирование релевантной информации.

Аудирование. Понимание запрашиваемой информации. Оценка эффективности речевых стратегий говорящих.

Говорение. Оценка своих перспектив и конкурентных преимуществ на рынке труда.

Языковые средства и речевые модели, необходимые для монологического текста-рассуждения.

Письмо. Составление резюме (автобиографии). Составление сопроводительного письма.

Языковые средства, структура и речевая организация резюме и сопроводительного письма.

Говорение. Собеседование при приеме на работу.

Стратегии подготовки к собеседованию и поведения во время собеседования.

Тема 17. Работа с источниками профессиональной информации

Формирование профессионально-ориентированного тезауруса.

Составление терминологического глоссария по специальности.

Чтение. Основные виды чтения текстов общепрофессионального характера.

Перевод специальных текстов.

Говорение. Изложение основного содержания специального текста.

Письмо. Составление конспекта, плана текста; написание аннотации.

3. МЕТОДИЧЕСКИЕ УКАЗАНИЯ К ВЫПОЛНЕНИЮ КОНТРОЛЬНОЙ РАБОТЫ

3.1. Общие рекомендации

- Студенты 1 курса со сроком обучения 4 года и 6 месяцев выполняют контрольную работу №1.
- Студенты 2 курса со сроком обучения 4 года и 6 месяцев выполняют контрольную работу №2.

Помимо контрольной работы, студенты должны выполнить дополнительные устные и письменные задания, которые проверяются и оцениваются во время зачетно-экзаменационной сессии.

Требования к оформлению работы

Контрольная работа может быть выполнена на тетрадных или машинописных листах разборчивым почерком, либо напечатана. Шрифт не менее 14, полуторный интервал.

Страницы контрольной работы обязательно нумеруют. Для замечаний рецензента необходимо оставлять широкие поля.

Формулировки всех заданий *обязательно* переносятся в текст работы в полном объеме и с сохранением исходной нумерации.

Перевод текста оформляется следующим образом:

<i>Английский текст</i>	<i>Русский текст</i>	<i>Поля</i>
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При заполнении титульного листа работы необходимо правильно указать дисциплину, факультет, курс, группу, направление, фамилию и инициалы, домашний адрес. В конце работы ставят дату и подпись.

3.2. Структура и содержание контрольной работы №1

Контрольная работа №1 представлена в 20 вариантах и включает следующие типы заданий:

1. Работа с текстом (задания 1 -20). Здесь студент должен:
 - а) Сделать полный письменный перевод текста.
 - б) Составить словарь к тексту. Словарик содержит 15 – 20 ключевых слов и выражений, отражающих тематику текста, с переводом.
 - в) Кратко изложить содержание текста в нескольких предложениях

- составить резюме текста. Резюме составляется на английском языке; оно должно быть грамотным, соответствовать содержанию текста и отражать его структуру.

2. Тестовые задания лексико-грамматического характера (10 заданий). Для успешного выполнения заданий рекомендуем изучить следующие грамматические темы:

№ п\п	Грамматическая тема	Номер задания
1	Артикли	21 - 40
2	Глагол <i>to be</i> ; конструкция <i>there is/there are</i>	41 - 60
3	Функции слов <i>it, that, one, what, which</i>	61 - 80
4	Сравнительная и превосходная степень прилагательных и наречий	81 - 100
5	Времена <i>Present Simple</i> и <i>Present Progressive</i>	100 - 120
6	Модальные глаголы	121 - 140
7	Времена <i>Past Simple</i> и <i>Past Progressive</i>	141 - 160
8	Формы выражения будущего	161 - 180
9	Времена группы <i>Perfect</i>	181 - 200
10	Пассивный залог	201 - 220

Номера заданий контрольной работы определяются согласно таблице, по двум последним цифрам личного дела (шифра) студента. Выбор задания контрольной работы производится следующим образом: если шифр студента Э–06–35, то пересечением Строки 3 и Столбца 5 определяются номера заданий – 15, 35, 55, 75, 95, 115, 135, 155, 175, 195, 215.

Таблица для определения номера задания контрольной работы

Предпоследняя цифра шифра	Последняя цифра шифра									
	<i>0</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>
0	1	2	3	4	5	6	7	8	9	10
	21	22	23	24	25	26	27	28	29	30
	41	42	43	44	45	46	47	48	49	50
	61	62	63	64	65	66	67	68	69	70
	81	82	83	84	85	86	87	88	89	90
	101	102	103	104	105	106	107	108	109	110
	121	122	123	124	125	126	127	128	129	130
	141	142	143	144	145	146	147	148	149	150
	161	162	163	164	165	166	167	168	169	170
	181	182	183	184	185	186	187	188	189	190
	201	202	203	204	205	206	207	208	209	210
1	11	12	13	14	15	16	17	18	19	20
	31	32	33	34	35	36	37	38	39	40
	51	52	53	54	55	56	57	58	59	60
	71	72	73	74	75	76	77	78	79	80
	91	92	93	94	95	96	97	98	99	100
	111	112	113	114	115	116	117	118	119	120
	131	132	133	134	135	136	137	138	139	140
	151	152	153	154	155	156	157	158	159	160
	171	172	173	174	175	176	177	178	179	180
	191	192	193	194	195	196	197	198	199	200
	211	212	213	214	215	216	217	218	219	220
2	1	2	3	4	5	6	7	8	9	10
	21	22	23	24	25	26	27	28	29	30
	41	42	43	44	45	46	47	48	49	50
	61	62	63	64	65	66	67	68	69	70
	81	82	83	84	85	86	87	88	89	90
	101	102	103	104	105	106	107	108	109	110
	121	122	123	124	125	126	127	128	129	130
	141	142	143	144	145	146	147	148	149	150
	161	162	163	164	165	166	167	168	169	170
	181	182	183	184	185	186	187	188	189	190
	201	202	203	204	205	206	207	208	209	210

Предпоследняя цифра шифра	Последняя цифра шифра									
	<i>0</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>
3	11	12	13	14	15	16	17	18	19	20
	31	32	33	34	35	36	37	38	39	40
	51	52	53	54	55	56	57	58	59	60
	71	72	73	74	75	76	77	78	79	80
	91	92	93	94	95	96	97	98	99	100
	111	112	113	114	115	116	117	118	119	120
	131	132	133	134	135	136	137	138	139	140
	151	152	153	154	155	156	157	158	159	160
	171	172	173	174	175	176	177	178	179	180
	191	192	193	194	195	196	197	198	199	200
	211	212	213	214	215	216	217	218	219	220
4	1	2	3	4	5	6	7	8	9	10
	21	22	23	24	25	26	27	28	29	30
	41	42	43	44	45	46	47	48	49	50
	61	62	63	64	65	66	67	68	69	70
	81	82	83	84	85	86	87	88	89	90
	101	102	103	104	105	106	107	108	109	110
	121	122	123	124	125	126	127	128	129	130
	141	142	143	144	145	146	147	148	149	150
	161	162	163	164	165	166	167	168	169	170
	181	182	183	184	185	186	187	188	189	190
	201	202	203	204	205	206	207	208	209	210
5	11	12	13	14	15	16	17	18	19	20
	31	32	33	34	35	36	37	38	39	40
	51	52	53	54	55	56	57	58	59	60
	71	72	73	74	75	76	77	78	79	80
	91	92	93	94	95	96	97	98	99	100
	111	112	113	114	115	116	117	118	119	120
	131	132	133	134	135	136	137	138	139	140
	151	152	153	154	155	156	157	158	159	160
	171	172	173	174	175	176	177	178	179	180
	191	192	193	194	195	196	197	198	199	200
	211	212	213	214	215	216	217	218	219	220

Предпоследняя цифра шифра	Последняя цифра шифра									
	0	1	2	3	4	5	6	7	8	9
7	11	12	13	14	15	16	17	18	19	20
	31	32	33	34	35	36	37	38	39	40
	51	52	53	54	55	56	57	58	59	60
	71	72	73	74	75	76	77	78	79	80
	91	92	93	94	95	96	97	98	99	100
	111	112	113	114	115	116	117	118	119	120
	131	132	133	134	135	136	137	138	139	140
	151	152	153	154	155	156	157	158	159	160
	171	172	173	174	175	176	177	178	179	180
	191	192	193	194	195	196	197	198	199	200
	211	212	213	214	215	216	217	218	219	220
8	1	2	3	4	5	6	7	8	9	10
	21	22	23	24	25	26	27	28	29	30
	41	42	43	44	45	46	47	48	49	50
	61	62	63	64	65	66	67	68	69	70
	81	82	83	84	85	86	87	88	89	90
	101	102	103	104	105	106	107	108	109	110
	121	122	123	124	125	126	127	128	129	130
	141	142	143	144	145	146	147	148	149	150
	161	162	163	164	165	166	167	168	169	170
	181	182	183	184	185	186	187	188	189	190
	201	202	203	204	205	206	207	208	209	210
9	11	12	13	14	15	16	17	18	19	20
	31	32	33	34	35	36	37	38	39	40
	51	52	53	54	55	56	57	58	59	60
	71	72	73	74	75	76	77	78	79	80
	91	92	93	94	95	96	97	98	99	100
	111	112	113	114	115	116	117	118	119	120
	131	132	133	134	135	136	137	138	139	140
	151	152	153	154	155	156	157	158	159	160
	171	172	173	174	175	176	177	178	179	180
	191	192	193	194	195	196	197	198	199	200
	211	212	213	214	215	216	217	218	219	220

3.3. Структура и содержание контрольной работы №2

Контрольная работа №2 представлена в 20 вариантах. Она включает следующие типы заданий:

1. Работа с текстом. Здесь студент должен:

- а) сделать полный письменный перевод текста (Задание 1);
- б) выполнить задания на проверку общего понимания текста (Задание 2).

в) Выполнить задания к тексту лексического характера (Задание 3).

2. Выполнить тестовые задания по изученным грамматическим темам (Задания 4-7). Данные задания заключаются в полном и адекватном переводе предложений, содержащих примеры сложных грамматических явлений. Для их успешного выполнения необходимо обязательно предварительно изучить теорию по следующим грамматическим явлениям:

№ п\п	Грамматическая тема	Номер задания
1	Инфинитив (The Infinitive)	4
2	Герундий (The Gerund)	5
3	Причастие (Participle 1, Participle 2)	6
4	Условные предложения (Conditionals)	7

Вариант Контрольной работы №2 определяется по последним цифрам личного дела (шифра) студента с учетом направления подготовки.

Таблица для определения варианта контрольной работы

Последняя цифра шифра	Номер варианта
0 или 1	1
2 или 3	2
4 или 5	3
6 или 7	4
8 или 9	5

Все вопросы и просьбы по заданиям контрольной работы студенты могут направлять на кафедру иностранных языков по адресу: 630087, г. Новосибирск, пр. К. Маркса, 26. Телефон кафедры: 8(383) 346–18–10.

Адрес электронной почты: foreign@sibupk.nsk.su. Надо указать в теме сообщения: *Консультации заочникам, дисциплина «Иностранный язык (Английский)»*.

4. ЗАДАНИЯ КОНТРОЛЬНОЙ РАБОТЫ

4.1. Контрольная работа №1

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

JOB HUNTING

Before you look for the perfect job, write a CV or apply for a job, you need to do some research. Researching yourself is the key to finding the job that is right for you.

The first thing you need to do when starting the job hunting process is a self-assessment of your own strengths and weaknesses. The process will help you identify the skills, qualifications, experience, knowledge and personal characteristics that employers are looking for. It's very useful to produce a "mind map" to highlight your strengths and weaknesses.

Once you know yourself, it's time to start researching the market – finding out more about the type of job you want and the companies and organizations that have similar posts. This will help you make a short list of the places where you'd like to work.

You will need to search online job search sites and utilize offline resources including networking, which is still the way most people find jobs.

Online job search resources, including job search sites, job search engines, networking sites, resume posting, and ways to make sure you are using all the online job search resources available.

Are you using the help wanted classified ads when you look for jobs? If not, you should be. Local and regional employers don't always post on the major jobs sites. Instead, they will advertise in their local newsletter to avoid being overwhelmed with applicants and, in many cases, because they are not interested in paying relocation costs.

The next step in finding a job is to write a resume or prepare to complete a job application. Depending on the type of job you are searching for, you will need a resume, CV (curriculum vitae) and a cover letter or you will need to complete an application for employment.

In most cases, you will need a resume to apply for full-time, professional job opportunities. If you are seeking a part-time job or work in a career field like hospitality or retail, for example, you will complete an application for employment.

2. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

VALUE FOR MONEY

Value for money is basically the relationship between how much something costs and how good or useful it is. In other words, the cheaper something is, and the higher its quality, the greater the value for money it represents. One of the main reasons why people choose well-known brands is that their names give a guarantee of quality at a fair price. The value for money they represent means that customers keep coming back to them.

This doesn't mean, however, that a brand can never be harmed. Even big brands are fragile and their reputation can be easily damaged. When the owner of a well-known British chain of jewellery shops said one of his products was rubbish, people stopped shopping at his stores and many branches had to close down. This proves that customers expect quality even for a 'down market' brand. Nowadays, all successful

businesses focus on quality. They will even adopt the practices of their main rivals if it means they can improve their level of manufacturing or service.

This commitment to quality has led to spectacular progress in many industries, for example, in the car industry. Three-year guarantees were once unheard of; now some manufacturers are so confident about the quality of their vehicles that they can offer five years. However, perhaps the search for zero defects can be taken too far. We can feel sorry for the staff of a well-known glossy magazine whose editor called a general meeting because she had found a small error at the end of one edition!

3. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

EATING OUT IN NEW YORK CITY

A wide variety of dining pleasures awaits a visitor to New York City, from luxuriating in the fanciest of French restaurants to grabbing a hot dog. With cuisines from every corner of the globe, New York City will feed you very well regardless of your budget. The least costly alternatives are those used by many natives at lunch time: street vendors, fast food places and delis.

Street vendors' offerings — hot dogs for \$ 2.00 or less — are fast, inexpensive and very "New York." Hot dogs are a kind of sausage placed inside a bun. They are often made from pork and can be steamed, boiled, or grilled.

The fast food places, such as McDonald's and Burger King are much the same everywhere in the United States. They offer a pretty standard fare: hamburgers, French fries, and coke (Coca-Cola), at a pretty standard price. A meal will rarely exceed \$ 4.00 per person.

With so many people traveling in cars, fast food places can be found all along the highways. If you are in a hurry, you can drive round to a "drive through" window and pick up your food packed in a paper bag without leaving your car. Likewise, other fast food places may have "drive-in" facilities. A waiter will meet you in the restaurant's parking lot, take your order and deliver the food to your car, where you can eat in the relative comfort of the parking area.

Another option, the delis (short for delicatessen) offer sandwiches and assorted salads. Americans eat a lot of sandwiches, especially for lunch. They are made with two pieces of bread and a filling. Some common fillings are: tuna fish, eggs, ham, chicken, turkey, roast beef, cheese, and peanut butter and jelly.

Some places call themselves "family restaurants". This usually means home style cooking. The food is almost as reasonably priced as in delis or better cafeterias. In a cafeteria you walk through a line, choose your food, put it on a tray, pay at the end of the line, and carry your food to a table.

4. *Выполните работу с текстом.*

а). *Прочитайте и письменно переведите текст.*

б). *Составьте словарь к тексту.*

в). *Сформулируйте основное содержание текста в нескольких предложениях.*

NONVERBAL COMMUNICATION

The way you move, sit, walk, stand up, hold your head and carry yourself communicates a lot of information.

Gestures. We wave, point, beckon, and use our hands when we're arguing or speaking animatedly. The meaning of gestures can be very different across cultures and regions, so it's important to be careful to avoid misinterpretation. Very few gestures are universally understood and interpreted. What is perfectly acceptable in the United States may be rude, or even obscene, in other cultures. Facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

Eye contact. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction.

In many Western societies, including the United States, a person who does not maintain 'good eye contact' is regarded as being slightly suspicious, or a 'shifty' character. Americans unconsciously associate people who avoid eye contact as unfriendly, insecure, untrustworthy, inattentive and impersonal. However, in contrast, Japanese children are taught in school to direct their gaze at the region of their teacher's Adam's apple or tie knot, and, as adults, Japanese lower their eyes when speaking to a superior, a gesture of respect.

Latin American cultures, as well as some African cultures, such as Nigeria, have longer looking time, but prolonged eye contact from an individual of lower status is considered disrespectful. In the US, it is

considered rude to stare - regardless of who is looking at whom. In contrast, the polite Englishman is taught to pay strict attention to a speaker, to listen carefully, and to blink his eyes to let the speaker know he or she has been understood as well as heard. Americans signal interest and comprehension by bobbing their heads or grunting.

A widening of the eyes can also be interpreted differently, depending on circumstances and culture. Take, for instance, the case of an American and a Chinese discussing the terms of a proposed contract. Regardless of the language in which the proposed contract is carried out, the US negotiator may interpret a Chinese person's widened eyes as an expression of astonishment instead of as a danger signal (its true meaning) of politely expressed anger.

5. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

STUDYING AT UNIVERSITY

(in England and Wales)

If you want to enter university, you must first pass examinations that most students take at the age of eighteen (called “A” levels). Most students take three “A” levels (three examinations in three different subjects) and they must do well in order to get a place at the university because the places are limited. Competition to get into one of Britain’s universities is fierce. At the moment, approximately 30% of young adults go to university in Britain.

Until 1998, British students didn’t have to pay for university. Now they must pay about £ 1,000 a year as a tuition fee. Not all students study full-time at the university or college. Many of them combine their studies with work.

Students at university are called undergraduates while they are studying for their first degree. Undergraduates go to large, formal lectures, but most of the work takes place in tutorials: lessons in groups of ten or more when the students discuss their work with the lecturer.

Most university courses last three years, some courses last four years, and one or two courses, e.g. medicine, may be even longer. During this period students can say that they are doing/studying history, or doing/studying for a degree in history, for example. When they finish

the course and pass their examinations, they receive a degree. This can be a BA (=Bachelor of Arts) or a BSc (=Bachelor of Science), e.g. “I have a friend who has a BA in history, and another who has a BSc in chemistry”.

When you complete your first degree, you are a graduate. Some students then go on to do a second course or degree (postgraduate course / postgraduate degree). These students are then postgraduates. There are usually three possible degrees:

MA (Master of Arts) or MSc (Master of Science) - usually one year;

MPhil (Master of Philosophy) - usually two years;

PhD (Doctor of Philosophy) - at least three years;

Students can graduate with an ordinary degree or an honours degree which is better. When people study one subject in great detail, we say they are doing research.

б. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

MAXIMIZE YOUR LEARNING!

The most important thing is that you really have to want to learn the language – without that, you won't get very far. You need to work hard, but at the same time you need to enjoy it and not get frustrated when you feel are not making much progress. You have to be realistic – learning a language takes time. Motivation is vital, you should really believe that you will be successful

Watch English Films and Television

This is not only a fun way to learn but it is also very effective. By watching English films (especially those with English subtitles) you can expand your vocabulary and hear the flow of speech from the actors. If you listen to the news you can also hear different accents.

Listen to English music

The best way to learn is to get the lyrics (words) to the songs you are listening to and try to read them as the artist sings. There are several good internet sites where one can find the words for most songs. This way you can practice your listening and reading at the same time. And if you like to sing, fine.

Study as Often as Possible!

Only by studying things like grammar and vocabulary and doing exercises, can you really improve your knowledge of any language.

Do Exercises and Take Tests

By completing exercises and taking tests you can really improve your English. Often, it is by comparing your score on a test you took yesterday with one you took a month or six months ago that you realize just how much you have learned. If you never test yourself, you will never know how much you are progressing.

Listen to English

Speak on the phone or listen to radio broadcasts, audiobooks or CDs in English. This is different than watching the television or films because you can't see the person that is speaking to you. Many learners of English say that speaking on the phone is one of the most difficult things that they do and the only way to improve is to practice.

7. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

WHY STUDY ENGLISH?

Being able to speak English well is important in today's world because English is everywhere. English is one of the most widely spoken languages. There are approximately 375 million people in the world who speak English as a mother tongue, and an equally large number of people speak English as a second language. The largest concentrations of native speakers are in the United States, the United Kingdom, Canada, Australia, Ireland, South Africa and New Zealand. English is the official language of 83 countries and is spoken in 105 countries.

English is the global language of communication in all major fields today. English is the international language of business, science, politics, and culture. What are you interested in? Is it science? Music? Computers? Health? Business? Sports? Today's media – such as the Internet, television and the press – give you almost unlimited access to knowledge about your favourite subjects. The majority of the electronically stored information around the world is in English, so you can use English to obtain information on many subjects on the Internet.

Nowadays in the competitive job market it is necessary to speak English. Approximately, 80% of business communications around the world take place in the English language. Many major firms conduct their international business in English and increasingly require their employees to speak and write fluent English. So if you learn English you will have a better chance of getting a well-paid job. If you have a service job (for example, in a shop, hospital or hotel), English may be useful for communicating with foreign customers.

Knowing English makes travel easier, and allows you to communicate with people from many parts of the world. You can travel to any English-speaking country without the need of have a translator. It may help you gain friends not just locally but internationally.

8. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

WHO SPEAKS ENGLISH?

EVERYONE knows the stereotypes about foreigners speaking English: Scandinavians are shockingly fluent, while the Japanese lag despite years and billions of yen spent trying. Now a big new study confirms some of those stereotypes. But it holds some surprises as well.

Education First, an English-teaching company, compiled the biggest ever internationally comparable sample of English learners: some 2m people took identical tests online in 44 countries. The top five performers were Norway, the Netherlands, Denmark, Sweden and Finland. The bottom five were Panama, Colombia, Thailand, Turkey and Kazakhstan. Among regions, Latin America fared worst. (No African country had enough takers to make the lists's threshold for the minimum number of participants.

Several factors correlate with English ability. Wealthy countries do better overall. But smaller wealthy countries do better still: the larger the number of speakers of a country's main language, the worse that country tends to be at English. This is one reason Scandinavians do so well: what use is Swedish outside Sweden? It may also explain why Spain was the worst performer in western Europe, and why Latin America was the worst-performing region: Spanish's role as an

international language in a big region dampens incentives to learn English.

Export dependency is another correlate with English. Countries that export more are better at English. Malaysia, the best English-performer in Asia, is also the sixth-most export-dependent country in the world.

Teaching plays a role, too. Starting young, while it seems a good idea, may not pay off: children between eight and 12 learn foreign languages faster than younger ones, so each class hour on English is better spent on a 10-year-old than on a six-year-old. Between 1984 and 2000, the study's authors say, the Netherlands and Denmark began English-teaching between 10 and 12, while Spain and Italy began between eight and 11, with considerably worse results.

Finally, one surprising result is that China and India are next to each other (29th and 30th of 44) in the rankings, despite India's reputation as more Anglophone. The Chinese have made a broad push for English (they're "practically obsessed with it").

9. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

NATIONAL CHARACTER

British people give a relatively high value to the everyday personal contacts. Some writers on Britain have talked about the British desire 'to belong', and it is certainly true that numerous clubs devoted to various sports and pastimes play a very important part in many people's lives. Many people make their social contacts through work and, partly as a result of this, the profession is also important aspect of their sense of identity. British people try to appear as if they belong to as high class as possible, though nobody wants to be thought of as 'snobbish'.

The British are rather conservative and their conservatism can combine with their individualism. Why should they change just to be like everyone else? Indeed, not being like everyone else is a good reason not to change. Their driving on the left-hand side of the road is a good example to this. Systems of measurement are another example. The British government has been trying for many years to get British

people to use the same scales that are used nearly everywhere else in the world. But everybody in Britain still shops in pounds and ounces.

It is probably true that the British, especially the English, are more reserved than the people of many other countries. They find it comparatively difficult to indicate friendship by open displays of affection. For example, it is not the convention to kiss when meeting a friend. Instead, friendship is symbolised by behaving as casually as possible.

The British are comparatively uninterested in clothes. They spend a lower proportion of their income on clothing than people in most European countries do. Many people buy second-hands clothes and are not at all embarrassed to admit this. Of course, when people are 'on duty', they have to obey some quite rigid rules. A male bank employee, for example, is expected to wear a suit with a tie at work.

The British are always talking about the weather. Unlike many others, this stereotype is actually true to life. The English people are great pet lovers. Practically every family has a dog or a cat, or both. They have special dog shops selling food, clothes and other things for dogs. There are dog hairdressing saloons and dog cemeteries. Millions of families have 'bird-tables' in their gardens. Perhaps, this overall concern for animals is part of the British love for nature.

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STAYING AT A HOTEL

With the increase in the number of hotels and hotel chains, consumers now have a greater choice of where to stay when they travel. In order to beat the competition, hotels are now improving and enhancing the services that they provide.

The following is a list of the types of hotel services that hotel guests prioritize:

1. Hotel guests expect clean rooms that contain all of the essential conveniences. This includes comfortable beds with clean sheets, high speed internet access in the room, access to movies, full bathroom facilities, free local calls, continental breakfasts, newspaper in the morning outside the door, wake up call service, alarm clock, hair dryer,

coffee maker or complimentary coffee, iron and ironing board, and air-conditioning.

2. Easy accessibility to local transportation such as a taxi service and car rental is an important priority. They also want hotel staff to be able to arrange for their transportation. The hotel should have convenient parking where vehicles will be safe.

3. Hotel guests would like hotel staff to be able to arrange for entertainment services such as theater tickets, movie tickets, dinner reservations, spa and hair salon reservations.

4. Hotel guests would like a member of the staff to be available for assistance 24 hours a day. It is important that there is concierge available at all times to cater to the needs of the guests.

5. The hotel should have a quality dining room that serves delicious food at affordable prices. A hotel lounge is also important. The lounge should be a nice place to relax and have a drink.

6. The hotel should have recreational services such as a swimming pool, sauna, gymnasium, or tennis court. Most customers enjoy taking advantage of hotel recreational services.

7. Most hotel guests enjoy their privacy. Hotels should have rooms for those who want extra privacy.

8. Most people look for ways to save money when they travel. Customers enjoy taking advantage of special discounts on certain services offered by hotels.

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AIRPORT PROCEDURES

On the day of your flight, you will want to show up at the airport with all of your luggage, your ticket, and your passport. Most airlines will request that you arrive at the airport three hours before your flight is scheduled to leave. This is because you will want to leave yourself ample time to complete all airport procedures and arrive to your flight on time.

When you get to the airport take your luggage, your ticket, and your passport, and wait in line to check in with your airline. When you reach the front of the line you will be prompted to hand over your ticket

and your passport, and you will be given a new ticket which you will use to board the plane. Sometimes, the person working the desk will ask you if you have preferred seating. This is your opportunity to indicate to them whether you would like a window, middle, or aisle seat.

At the check-in counter, your ticket is looked at, your things are weighed and labeled with their destination. If you check excess luggage you'll have to pay a fee calculated by the number of extra pieces and the extra weight. Every passenger is also allowed one small carry-on bag, for instance a laptop computer or small suitcase.

Once you have finished at the check in desk you will be directed through security. When entering security, bring all carry on luggage with you. It is important that you check the airlines carry on luggage restrictions before you reach the airport to avoid having to throw out any of your property. Make sure to consult the airline website to find out size restrictions for your carry on luggage.

You will also have to remove all shoes and jackets and place them in a bin along with your carry on luggage. Your items will then be moved through an x-ray machine where they will be checked for anything that could pose a danger to others. You will also be asked to walk through a metal detector. Try to remove all belts, money, and anything else that may set off the metal detector.

After fulfilling all these formalities you go to the departure lounge where you can have a snack, read a paper or buy something in the duty-free shop and wait for the announcement to board the plane.

12. Выполните работу с текстом.

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DEPARTMENTS IN A COMPANY

There is a difference between the departments a new business *needs* and the departments it can *afford*, at least during the start-up phase. A typical business should only have the number of departments it can support financially.

Almost every business needs an accounting department and an administrative department to handle paperwork and the legal matters surrounding the business' formation. However, other departments such

as R&D (research and development) or public relations may be considered unnecessary or optional.

The evolution of departments in a business closely parallels the evolution of the business itself. As a business grows, the number of departments often grows along with it. Such departments as production, sales, accounting and administration would be immediately beneficial to a new business. If company owners decide to hire staff to handle these departments, then a need for a human resources department may arise. A human resources department would oversee the hiring, retention and performance of future employees.

Meanwhile, the sales department of a growing company often branches into several different departments, such as inside sales, outside sales or retail sales. Promotion of the company may involve creating advertising and public relations departments. The original production department could expand into different departments to become more efficient. A shipping and receiving department would keep track of inventory or deliveries, while a quality control department could insure that the quality of products remains high.

There is no definitive answer concerning the total number of departments any business needs to be considered viable. Every new addition to a business brings with it some benefits and some liabilities. A new advertising department may create significant name recognition for the business, but the salaries of skilled artists and copywriters could be significant as well. As long as the existing departments can handle the company's needs, a growing business should be careful not to expand too quickly.

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UNDERSTANDING CULTURAL DIFFERENCES

We live in a culturally diverse world. People encounter individuals from different races, religions, and nationalities. Communicating across language and cultural barriers at home and abroad may be rather challenging.

Here are some guidelines to help you in cross cultural communication and understanding.

- Be aware of differing communication styles: do you favour direct or indirect communication? Being able to say 'no' in your culture means you have a direct way of communicating. Some cultures have many ways to say 'yes,' most of them meaning 'no'!
- Be aware of differing social values, status symbols and how to demonstrate them. In hierarchical cultures every degree of 'superiority' needs to be recognised and respected.
- Be aware of decision making customs: not all people like to make decisions quickly and efficiently.
- Be aware of concepts of time: not all people see time as money or as a commodity.
- Be aware of silences, body language and personal space: people from different cultures have different 'comfort zones'. Learn the basic differences in the way people supplement their words with body movement.
- Be aware of acceptance (or not) of strangers: different cultures have differing attitudes towards outsiders, some are openly hostile, some maintain a detached aloofness, and others are friendly and cooperative toward strangers.
- Be aware of cultural 'contexts': people from cultures called 'high-context cultures' (Far Eastern, Arab) rely far less on verbal communication and more on the context of nonverbal actions to convey meaning. People from 'low-context cultures' such as the USA and Northern European cultures rely more on direct, verbal communication: they say is what they mean.
- Be aware of different etiquette rules or manners: what is polite in one culture may be considered rude in another; watch and learn. If in doubt, ask.
- Be aware that political correctness, morality and ethical behaviour differ around the world.

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TIPS FOR SOCIAL ETIQUETTE

Social etiquette is important to use because it shows you are an educated individual concerned about your appearance and treatment of

other people. Also, when you are in society it is frequently because of a particular event, so using etiquette will show your respect for those who invited you as well and will allow continued invitations to arrive in your mailbox.

There are some general rules to follow in order to engage in social etiquette conversation and be socially accepted.

- Be Polite

Remember when you are in a social situation it is important to always be polite and respectful of other guests even if you disapprove of certain comments or other individuals are not being polite.

Make sure you follow the rules of social etiquette conversation and remember your manners, always saying thank you, you are welcome, please, and listening to others when they speak.

- Ask Appropriate Questions

When you are socializing it is important to realize you are not at a debate and should steer away from questions that might cause one.

You do not want to cause a scene, so ask appropriate questions for the situation at hand, comment on the décor, and other surface topics that will keep the conversation going but will not cause any tension or anger to flare up.

- Keep it Short

In social situations it is always important to understand the nature of social etiquette conversation and keep conversations short and socialize with everyone present. Remember, social etiquette conversation is pleasant and short. Exchange pleasantries with everyone in attendance.

- Eye Contact and Personal Space

Making eye contact and allowing individuals their personal space is important in social etiquette conversation. This allows you to seem interested, polite and respectful of the other individual which are all social requirements.

15. а). Прочитайте и письменно переведите текст.

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TIPS FOR BUSINESS MEETINGS

Business meetings can be a great communication tool and perfect opportunity to demonstrate your skills in the workplace when executed

properly. Here are our top seven tips for success, whether you are planning the meeting or attending.

Be prepared. Have the agenda, a notebook and pen, business cards and any other documents you may need ready. Determine what you can do beforehand to be ready to join in on the discussion.

Be conscience of your image. Being clean and neat at work is an absolute must.

Be punctual. Arrive on time. Try your best not to arrive more than a few minutes early, as to not interrupt any last minute preparations. Certainly try not to arrive late to the meeting at all costs, but sometimes this is unavoidable. If you're going to be late let someone know as soon as possible. When you do enter, be as unobtrusive as possible. If a formal presentation is going on, you may want to wait until there is a break to slip into the room.

Turn off cell phones, smart phones and watch timers. Be sure to convey that the meeting is your top priority by turning off anything that might be distracting to you or others in the meeting.

Keep a positive attitude. Try to avoid contradicting one another. Even in situations where differences in opinion may arise, try to address these contradictions in the most positive way possible.

Participate. Make sure to be a good listener and maintain focus. Convey your engagement with tone of voice and eye contact.

Follow-up. If you are the organizer of the meeting, be sure to follow-up with a to do list for the other meeting participants. This will ensure that your expectations and schedule are clear. If you are an attendee, ensure that you are clear on your expectations and furthermore follow through on those expectations.

16. а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

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PARTY ETIQUETTE

Even at the most casual parties, there are some things a polite guest should do:

1). Tell your host whether you're attending. And do it immediately. If you delay your reply, you could hinder the host's planning and also make it seem as if you're waiting for something better

to come along. It's thoughtful to let your host know if you won't be able to be there.

2). Be on time. Punctuality means different things to people in different locales, but in general guests should arrive at or shortly after (usually only fifteen minutes) the time stated in the invitation. Do *not*, however, arrive early.

3). Be a willing participant. When your host says that it's time for dinner, go straight to the table. If you happen to be asked to participate in a party game or view Susie's graduation pictures, accept graciously and enthusiastically no matter how you really feel.

4). Offer to help when you can. If you're visiting with the host in the kitchen as he prepares the food, be specific when you offer to help: "I'd be happy to work on the salad or fill the water glasses." Even if your offer is refused, your gesture will be appreciated. When the party's end draws nigh, you could also offer to help with the cleanup.

5). Don't overindulge. Attacking finger foods as if you haven't eaten in a week will not only attract the wrong kind of attention, it will also leave less food for other guests. Also be sure to keep any consumption of alcoholic beverages on the moderate to low side.

6). Thank the host twice. In some parts of the United States, a second thank-you by phone is customary the day after the party (the first having been delivered on leaving the party) - a gesture that's gracious anywhere. If the party was formal, written thanks are in order. In fact, a written note is always appreciated - even after casual parties.

17. а). Прочитайте и письменно переведите текст.

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EMPLOYEE BENEFITS

Employee benefits (also called fringe benefits, perquisites, perks or perks) are various non-wage compensations provided to employees in addition to their normal wages or salaries. Examples of these benefits include: housing (employer-provided or employer-paid), group insurance (health, dental, life etc.), disability income protection, retirement benefits, daycare, tuition reimbursement, sick leave, vacation (paid and non-paid), social security, profit sharing, funding of education, and other specialized benefits.

The term *perks* is often used colloquially. Often, perks are given to employees who are doing notably well and/or have seniority. Common perks are take-home vehicles, hotel stays, free refreshments, leisure activities on work time (golf, etc.), stationery, allowances for lunch. They may also be given first chance at job promotions when vacancies exist.

Advantages of Giving Fringe Benefits

Employers have several reasons why they provide fringe benefits even if this means additional expenses.

- With extensive health insurance plans, companies can keep their key employees and workers who provide satisfying service.
- Usually, most employers enjoy tax breaks especially if they provide group health plans.
- Workers will usually prefer better fringe benefits than higher salary, allowing employers to reduce their expenses.
- Several studies suggested that employees who are covered by a good health insurance are less likely to be absent from their work.
- When receiving benefits, workers will think that their companies are good employers, boosting their morale and improving their work ethics.

18. а). Прочитайте и письменно переведите текст.

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WHAT MAKES YOU WORK?

Every person has different motivations for working. The reasons for working are as individual as the person. But, we all work because we obtain something that we need from work. The something we obtain

from work impacts our morale and motivation and the quality of our lives.

Work IS About the Money

Motivation is individual and diverse. Some people work for personal fulfillment. Others like to accomplish goals and feel as if they are contributing to something important. Some people truly love what they do or the clients they serve. Other people like to fill their time with activity. Some workers like change, challenge, and diverse problems to solve.

Whatever your personal reasons for working, the bottom line, however, is that almost everyone works for money. Whatever you call it: compensation, salary, bonuses or benefits, money pays the bills. Money provides housing, gives children clothing and food, sends teens to college, and allows leisure activities, and eventually, retirement. To underplay the importance of money and benefits as motivation for people who work is a mistake.

Fair pay is the cornerstone of a successful company that recruits and retains committed workers. If you provide a living wage for your employees, you can then work on additional motivation issues.

Got Money? What's Next for Motivation?

As it turns out it is not only money, or promotion, or the bonuses that we get at the end of the month. The true secret to high performance and satisfaction—at work, at school, and at home—does not lie in external rewards. It is based on the deep human need to direct our own lives (autonomy), to learn and create new things (mastery), and to do better by ourselves and our world (purpose).

19. а). *Прочитайте и письменно переведите текст.*

б). *Составьте словарь к тексту.*

в). *Сформулируйте основное содержание текста в нескольких предложениях*

IMPORTANCE OF EDUCATION

"Knowledge is Power" - thus goes the saying, which proves to be true in the modern age of computer technology, space-travel and nuclear technology age.

It is through education that knowledge and information is received and spread throughout the world. An uneducated person cannot read and write, he is closed to all the knowledge and wisdom he can gain through

books and other mediums. In other words, he is shut off from the outside world. In contrast, an educated man lives in a room with all its windows open towards outside world.

The biggest part of growing up is making the right choices that benefit you in the future. The idea is to get an education so you can choose a career, have hope, and achieve your goals and dreams. Without knowledge you can't be informed nor can you truly understand the meaning of many topics. Education trains the human mind to think and take the right decisions.

Education is an international passport. A well-educated individual can get a good job opportunity in any part of the world, depending upon his educational background, professional skills and abilities.

A well-qualified person possesses self-confidence, inter-personal skills, etiquette and manners. Educated people have jobs that are more meaningful and interesting as they are in a position of decision-making.

The Right to Education is a fundamental human right. It occupies a central place in Human Rights and is essential and indispensable for the exercise of all other human rights and for development.

Education has an immense impact on the human society. The quality of human resource of a nation is easily judged by the number of literate population living in it. Education is a must if a nation aspires to achieve growth and development and more importantly sustain it. This may well explain the fact that rich and developed nations of the world have very high literacy rate and productive human resource.

The importance of education cannot be neglected by any nation. And in today's world, the role of education has become even more vital. It is an absolute necessity for economic and social development of any nation.

20. а). Прочитайте и письменно переведите текст.

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MAKING BUSINESS CALLS

The telephone is often the first point of contact a customer or client will have with a company so it is very important that you make a good impression when you're answering the phone.

Unless you are working in a busy call centre or on a switchboard, be as prompt as possible in answering the phone. Potential clients and many customers lead busy lives and if you let the phone ring too long before answering, they might have already hung up and taken their business elsewhere.

Always greet the caller according to the time of day and identify yourself with either a first name or first name and surname and the company name followed by establishing the reason for the call.

You never know how simple or complex the nature of call might be so it's important that you're prepared and know how to handle the call.

If you're working on a busy switchboard, you'll need to understand how to transfer calls internally and you should also keep a pen and pad handy so you can jot down details of the call.

Speak slightly more slowly on the phone than you would if you were having a general face-to-face conversation. Important details can get overlooked if you speak too quickly and it also saves you from having to repeat yourself. This is especially true if you have a very pronounced regional accent

People hate being put on hold although most of them do understand that it is sometimes inevitable. If you need to place a caller on hold for any reason, firstly tell them why and ask them if they object to being placed on hold.

Before ending the call, you should always try to recap what you've discussed, if appropriate, and ask the caller if there is anything else you can help them with before saying 'goodbye' and hanging up. It's also good practice to let the caller hang up before you do.

If you've been asked to pass a message on to a work colleague, always do so as soon as possible. The longer you leave it, the more likely you will either forget to do so or you'll pass on incorrect details of the call.

In general, however, if you're friendly, courteous and helpful, answering the phone should not present you with too many problems.

21. *Вставьте соответствующий артикль: a, an, the или нулевой.*

- I've got ... nice sweat shirt.
22. *Вставьте соответствующий артикль: a, an, the или нулевой.*
She's got two brothers, ... tall one is my friend.
23. *Вставьте соответствующий артикль: a, an, the или нулевой.*
Is there ... good film on TV tonight?
24. *Вставьте соответствующий артикль: a, an, the или нулевой.*
... American flag is red, white and blue.
25. *Вставьте соответствующий артикль: a, an, the или нулевой.*
Her Majesty ... Queen lives in London.
26. *Вставьте соответствующий артикль: a, an, the или нулевой.*
Is ... sun really yellow?
27. *Вставьте соответствующий артикль: a, an, the или нулевой.*
I'll see you in half ... hour.
28. *Вставьте соответствующий артикль: a, an, the или нулевой.*
It's ... horrible mistake!
29. *Вставьте соответствующий артикль: a, an, the или нулевой.*
They've got ... splendid expensive car.
30. *Вставьте соответствующий артикль: a, an, the или нулевой.*
I'd like ... orange juice, please.
31. *Вставьте соответствующий артикль: a, an, the или нулевой.*
Have ... nice day!
32. *Вставьте соответствующий артикль: a, an, the или нулевой.*
... United Kingdom is in Europe.
33. *Вставьте соответствующий артикль: a, an, the или нулевой.*
I've got half ... hour to go.
34. *Вставьте соответствующий артикль: a, an, the или нулевой.*
... French don't know what real bacon is!
35. *Вставьте соответствующий артикль: a, an, the или нулевой.*
I hate ... spaghetti bolognese!
36. *Вставьте соответствующий артикль: a, an, the или нулевой.*
My headphones come from ... Japan.
37. *Вставьте соответствующий артикль: a, an, the или нулевой.*
At home we can't play ... baseball.
38. *Вставьте соответствующий артикль: a, an, the или нулевой.*
She plays ... guitar every day.
39. *Вставьте соответствующий артикль: a, an, the или нулевой.*
Did you know my sister was ... engineer?
40. *Вставьте соответствующий артикль: a, an, the или нулевой.*
Did you come by ... taxi?

41. *Выберите правильную форму.*
There ... a certain rule to be used in this case.
a) was b) is c) were
42. *Выберите правильную форму.*
There ... many options to choose from here.
a) is b) are c) was
43. *Выберите правильную форму.*
There ... no question of printing empty money.
a) is b) are c) will be
44. *Выберите правильную форму.*
There ... recently developed a new approach to this.
a) has been b) were been c) were
45. *Выберите правильную форму.*
There ... more than one possibility for attracting investments.
a) is b) are c) exist
46. *Выберите правильную форму.*
There ... another solution to the problem.
a) are b) were c) seems to be
47. *Выберите правильную форму.*
There ... a new instrument to deal with this issue.
a) can be b) must be c) will be.
48. *Выберите правильную форму.*
There ... a few things I want to make clear.
a) were b) are c) is
49. *Выберите правильную форму.*
There ... a lift in the house.
a) are b) is c) were.
50. *Выберите правильную форму.*
There ... no wars in the future.
a) will be b) are c) were
51. *Выберите правильную форму.*
How many students ... there in your group?
a) will be b) are c) is.
52. *Выберите правильную форму.*
There ... a lot of fruit in our garden.
a) were b) is c) was.
53. *Выберите правильную форму.*
The students ... in the reading hall.
a) is b) am c) are.

54. *Выберите правильную форму.*

I ... going to the concert with my friend.

a) am b) will be c) were.

55. *Выберите правильную форму.*

The train ... to arrive at 10.

a) will be b) is c) were.

56. *Выберите правильную форму.*

I ... glad to meet my friend.

a) am b) is c) were.

57. *Выберите правильную форму.*

My friend ... preparing to enter the University.

a) will b) were c) is

58. *Выберите правильную форму.*

The students ... asked to help the farmers.

a) was b) is c) were.

59. *Выберите правильную форму.*

Such problems ... discussed at our meeting.

a) will b) was c) are.

60. *Выберите правильную форму.*

We ... at the lectures yesterday.

a) are b) will be c) were.

61. *Переведите предложение.*

I have heard the news and find it very interesting.

62. *Переведите предложение.*

The price rise is inevitable. It means that ...

63. *Переведите предложение.*

The inflation rate in October was higher than in September.

64. *Переведите предложение.*

It was our strong will that helped find the solution to the problem.

65. *Переведите предложение.*

It wasn't that bad.

66. *Переведите предложение.*

The idea that was put forward by the managing director did not seem to be right.

67. *Переведите предложение.*

Their wages were so low that there was no use to start this campaign.

68. *Переведите предложение.*

That the commercial would do no harm was obvious.

69. *Переведите предложение.*

The idea behind it is that we might reduce the time for this operation.

70. *Переведите предложение.*

It was not until the Euro was introduced that the EU countries harmonized mutual settlements.

71. *Переведите предложение.*

The paper that was presented by a visiting lecturer from the UK aroused great interest.

72. *Переведите предложение.*

The speed at which the car was moving was too high.

73. *Переведите предложение.*

The minimum wage will be increased, which will cause the price rise.

74. *Переведите предложение.*

They were doing research of unemployment, in which case both official and hidden unemployment was studied.

75. *Переведите предложение.*

The extent to which all the components are involved depends on the situation.

76. *Переведите предложение.*

Pierre and Marie Curie were mostly engaged in researching radioactive elements, in which field they made most essential discoveries.

77. *Переведите предложение.*

Factors are investigated which play an important role in the process under study.

78. *Переведите предложение.*

The economic growth was substantial, which is due to the production volume.

79. *Переведите предложение.*

The way in which this was achieved is not exactly what we have in mind.

80. *Переведите предложение.*

What size do you wear?

81. *Раскройте скобки, образуя сравнительную степень прилагательного.*

Elephants are much ... than lions. (heavy)

82. *Раскройте скобки, образуя сравнительную степень прилагательного.*

Yellow flowers are ... than orange ones. (common)

83. Раскройте скобки, образуя сравнительную степень прилагательного.
They work ... than us. (hard)
84. Раскройте скобки, образуя сравнительную степень прилагательного.
Our room is a bit ... than this one. (large)
85. Раскройте скобки, образуя сравнительную степень прилагательного.
Is your new car ... than the one you had?
86. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
Hamburgers are ... fish and chips. (- expensive)
87. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
Rolls Royces are ... Toyotas. (+ expensive)
88. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
A pound of plums is ... a pound of peaches. (= heavy)
89. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
I'm ... at English ... you! (+ good)
90. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
France is nearly ... Spain. (= large)
91. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
John is ... in cars ... you are. (+ interested)
92. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
She is ... her sister. (+ thin)
93. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
Dogs are ... cats. (+ friendly)
94. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
This exercise is much ... the other one. (- difficult)
95. Образуйте формы сравнительной степени. Не забывайте добавлять необходимые слова.
You must work ... if you want to pass the exam. (+ hard)

96. *Раскройте скобки, выбрав правильную форму.*
This blue dress is by far (beautiful) in the shop. It's (nice) than the red one and (modern) than the green one.
97. *Раскройте скобки, выбрав правильную форму.*
(Many) people think that English is (easy) to study than German.
98. *Раскройте скобки, выбрав правильную форму.*
Finally I think that I'll buy the (cheap) of the two cars. I know the other one is (fast) and (comfortable) but it's just too expensive.
99. *Раскройте скобки, выбрав правильную форму.*
This film was made after one of Hemingway's (good) novels. And yet, I preferred the film to the book: it was (lively) and (interesting).
100. *Раскройте скобки, выбрав правильную форму.*
That was the (mean) and the (thoughtless) thing you ever said to me.
101. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
The River Nile (flow) into the Mediterranean.
102. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
Look at the river. It (flow) very fast today – much faster than usual.
103. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
We usually (grow) vegetables in our garden but this year we (not / grow) any.
104. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
“How is your English?” “Not bad. It (improve) slowly.”
105. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
Ron is in London at the moment. He (stay) at the Park Hotel. He (always /stay) there when he's in London.
106. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
Can we stop walking soon? I (start) to feel tired.
107. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
“Can you drive?” - “I learn. My father (teach) me.”

108. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
Normally I (finish) work at 5.00, but this week I (work) until 6.00 to earn a bit more money.
109. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
My parents (live) in Bristol. They were born there and have never lived anywhere else. Where (your / parents / live)?
110. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
Sonia (look) for a place to live. She (stay) with her sister until she finds somewhere.
111. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
“What (your father/ do)?” “He’s an architect but he (not / work) at the moment.”
112. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
Usually I (enjoy) parties but I (not / enjoy) this one very much.
113. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
The train is never late. It (always / leave) on time.
114. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
Jim is very untidy. He (always / leave) his things all over the place.
115. *Выберите правильный вариант.*
Mr Fahy (is dancing / dances) with me every Sunday.
116. *Выберите правильный вариант.*
Where is Sally? She (is coming / comes).
117. *Выберите правильный вариант.*
We never (going / go to) the swimming-pool in winter.
118. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
You should go on a diet. (You / put) on weight.
119. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*
Helen (stay) with her brother while her house is being repaired.
120. *Раскройте скобки, выбрав формы Present Simple или Present Progressive.*

What's the matter? Why (you / stare) at me like that?

a) can b) may c) must

121. *Вставьте подходящий по смыслу модальный глагол.*

You ... not smoke here.

a) can b) may c) must

122. *Вставьте подходящий по смыслу модальный глагол.*

She ... send a telegram because it was too late to send a letter.

a) to be to b) has to c) is to.

123. *Вставьте подходящий по смыслу модальный глагол.*

They decided that she ... send them a telegram every tenth day.

a) has to b) had to c) to be to.

124. *Вставьте подходящий по смыслу модальный глагол.*

You ... learn all the new words for the next lesson.

a) has to b) is to c) have to.

125. *Вставьте подходящий по смыслу модальный глагол.*

Do you know this man? He ... be our new teacher.

a) have to b) are to c) has to.

126. *Вставьте подходящий по смыслу модальный глагол.*

I ... help my friends with this work now, so I can't go with you.

a) is to b) had to c) have to.

127. *Вставьте подходящий по смыслу модальный глагол.*

The meeting ... to begin at 5 o'clock. Don't be late!

a) have to b) are to c) is to.

128. *Вставьте подходящий по смыслу модальный глагол.*

You ... learn this poem by Wednesday.

a) are to b) had to c) have to.

129. *Вставьте подходящий по смыслу модальный глагол.*

She asked me if she ... use my telephone.

a) could b) should c) must.

130. *Вставьте подходящий по смыслу модальный глагол.*

Something was wrong with the car: he ... not start it.

a) might b) need c) could.

131. *Вставьте подходящий по смыслу модальный глагол.*

They ... think that I am too weak to take part in the excursion, but I am strong enough to do any kind of hard work, indeed.

a) should b) could c) might.

132. *Вставьте подходящий по смыслу модальный глагол.*

He asked if he ... bring his sister to the party.

a) might b) should c) could.

133. *Вставьте подходящий по смыслу модальный глагол.*
I ... show him your report later. I don't know.
a) need b) might c) should.
134. *Вставьте подходящий по смыслу модальный глагол.*
You ... go there: I will call them.
a) needn't b) should c) couldn't.
135. *Вставьте подходящий по смыслу модальный глагол.*
They ... go there: they are waiting for them.
a) should b) need c) shouldn't.
136. *Вставьте подходящий по смыслу модальный глагол.*
We ... read these rules: we know them.
a) shouldn't b) needn't c) might.
137. *Вставьте подходящий по смыслу модальный глагол.*
You ... only rewrite the second part of this text.
a) need b) could c) shouldn't.
138. *Вставьте подходящий по смыслу модальный глагол.*
I ... come home late on Sunday: they may be angry with me.
a) shouldn't b) could c) should.
139. *Вставьте подходящий по смыслу модальный глагол.*
He ... come to help them tomorrow or they won't understand him.
a) need b) might c) could.
140. *Вставьте подходящий по смыслу модальный глагол.*
John ... tell us the rules of the game: we know them.
a) should b) couldn't c) needn't.
141. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*
While my sister (play) tennis, I (do) her homework.
142. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*
Where you (go) yesterday when I (see) you?
143. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*
We (go) down the road at 100 km/ph when the wheel (fall) off.
144. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*
She (fill) in a questionnaire when the pen (run) out of ink.
145. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

I (see) a famous celebrity when I (shop) on Oxford Street yesterday.

146. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

The computer (break) when I (check) my bank balance.

147. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

While we (do) a sight-seeing tour, our friends (lie) on the beach.

148. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

He (pass) her a message when the teacher (look / not)

149. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

When we (travel) around Ireland, we (meet) some very nice people.

150. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

When Jane (do) a language course in Ireland, she (visit) Blarney Castle.

151. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

When I (be) on my way home, I (see) an accident.

152. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

I (not / understand) what they (talk) about.

153. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

He not (see) me as he (read) when I (come) into the room.

154. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

Dad (pay) me very well when I (work) in his shop in the holidays.

155. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

Tim (take) a photograph of me while I (not / look).

156. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

I (read) the report when you (ring).

157. *Раскройте скобки, выбрав формы Past Simple или Past Progressive.*

- He (go out) to lunch when I (see) him.
158. Раскройте скобки, выбрав формы *Past Simple* или *Past Progressive*.
The company (do) well when I last (visit) it.
159. Раскройте скобки, выбрав формы *Past Simple* или *Past Progressive*.
Julie (learn) to drive when she (work) in London.
160. Раскройте скобки, выбрав формы *Past Simple* или *Past Progressive*.
When I (walk) into the room, everyone (work).
161. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
Jack (meet) Tom tomorrow afternoon.
162. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
When (visit) me next year?
163. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
As soon as she (arrive) in Dallas she (give) you a call.
164. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
Who do you think (win) the next national elections?
165. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
We (fly) to Austin next week for a meeting with the advisory board.
166. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
I (study) at 9 tomorrow evening.
167. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
A month from now he (finish) all his exams.
168. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
By the end of the week he (spend) all his money.
169. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
This time tomorrow I (fly) to France.

170. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
I (tell) you everything when I (go) back.
171. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
I think she (pass) tomorrow's exam.
172. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
Don't phone me between 8 a.m. and 12 p.m. I (work).
173. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
Don't worry! I (help) you with this problem.
174. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
Tomorrow at this time, I (take) my English language exam.
175. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
Patrick (live) in Hong Kong for 20 years by the next month.
176. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
By the next year, I (work) as a teacher for 30 years.
177. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
I (wait) for you at 5 o'clock tomorrow.
178. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
I am sure that they (complete) their work by May.
179. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
At what time you (be) here?
180. Раскройте скобки, поставив глагол в подходящую по смыслу форму будущего времени.
What you (do) at 8 o'clock? I (work) on my report.
181. Выберите правильную форму.
When _____ the company?
a) have you joined
b) did you joined
c) did you join
d) have you ever joined

182. *Выберите правильную форму.*

The reason I look so brown is that _____ from a business trip to Barbados

- a) I come back
- b) I came back
- c) I never came back
- d) I've just come back

183. *Выберите правильную форму.*

You _____ to a word _____

- a) listened I haven't said
- b) didn't listen I say
- c) listened saying
- d) haven't listened I've said

184. *Выберите правильную форму.*

It's obvious that _____ this report.

- a) you haven't read
- b) you didn't read
- c) you don't read
- d) you not read

185. *Выберите правильный вариант:*

- a) She has studied very well at school.
- b) She studied very well at school.

186. *Выберите правильный вариант:*

- a) Have you ever visited Italy?
- b) Did you ever visit Italy?

187. *Выберите правильный вариант:*

- a) Thomas Edison has invented the light bulb.
- b) Thomas Edison invented the light bulb.

188. *Выберите правильный вариант:*

- a) I have never smoked a cigarette ever since.
- b) I didn't smoke a cigarette ever since.

189. *Выберите правильный вариант:*

- a) Charlie Chaplin has made a lot of films.
- b) Charlie Chaplin made a lot of films.

190. *Выберите правильный вариант:*

- a) When have you last been to the cinema?

- b) When did you last go to the cinema?
191. *Выберите правильный вариант:*
a) It's the best job I've ever had.
b) It's the best job I ever had.
192. *Выберите правильный вариант:*
a) We haven't had lunch yet.
b) We didn't have lunch yet.
193. *Выберите правильный вариант:*
The Titanic _____ in 1912.
a) sank
b) has sunk
194. *Выберите правильный вариант:*
Somebody _____ my bicycle! Now I'll have to walk home.
a) stole
b) has stolen
195. *Выберите правильный вариант:*
Gerry _____ off his bike three times this month.
a) fell
b) has fallen
196. *Выберите правильный вариант:*
I _____ to work every day for the last six weeks!
a) walked
b) have walked
197. *Выберите правильный вариант:*
When Young Hee was a child, she _____ in Seoul.
a) lived
b) has lived
198. *Выберите правильный вариант:*
I _____ my key yesterday, so I couldn't get into the house.
Eventually, I found it in my jacket pocket.
a) lost
b) have lost
199. *Выберите правильный вариант:*
You look tired. What _____?
a) have you been doing
b) were you doing

200. Выберите правильный вариант:

I _____ him for ages. So I feel a keen sense of loss in his passing.

a) knew

b) have known.

201. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

The boat (sink) quickly but fortunately everybody (rescue).

202. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

Ron's parents (die) when he was very young. He and his sister (bring) up by their grandparents.

203. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

I was born in London but I (grow) up in the north of England.

204. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

While I was on holiday, my camera (steal) from my hotel room.

205. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

While I was on holiday, my camera (disappear) from my hotel room.

206. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

Why (Sue/resign) from her job? Didn't she enjoy it?

207. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

Why (Bill/sack) from his job? What did he do wrong?

208. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

The company is not independent. It (own) by a much larger company.

209. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

I saw an accident last night. Somebody (call) an ambulance but nobody (injure) so the ambulance (not/need).

210. Раскройте скобки, поставьте глагол в подходящую по смыслу форму: *Present Simple* или *Past Simple*, *Active* или *Passive*.

Where (these photographs/take)? In London? (you/take) them?

211. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
Somebody cleans the room every day.
212. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
They cancelled all flights because of fog.
213. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
People don't use this road very often.
214. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
Somebody accused me of stealing money.
215. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
How do people learn languages?
216. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
People advised us not to go out alone
217. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
Somebody has cleaned the room.
218. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
They have postponed the concert.
219. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
Somebody is using the computer at the moment.
220. *Переделайте предложение в Passive Voice, сохраняя его общий смысл.*
I didn't realize that somebody was recording our conversation.

4.2. Контрольная работа №2

Вариант 1

1. Прочитайте и переведите письменно текст.

BANKS

If you work, you've probably got a bank account. You could keep the money you earn each month in a box under your bed, but it wouldn't be very sensible. One reason is that it's not very safe. If your house gets

burgled, you'll lose everything you've saved. Another reason is that your money will lose value.

As prices rise, the money in a box under your bed will be able to buy fewer and fewer things. Money in a bank savings account, however, will earn interest. The interest will help compensate for the effect of inflation. But banks are more than just safe places for your money. What other services do they offer?

The other main service is lending money. Individuals and businesses often need to borrow money, and they need a lender that they can trust. This is exactly what banks are - reliable lenders. In fact, most of the money that people deposit in their bank accounts is immediately lent out to someone else.

Apart from storing and lending money, banks offer other financial services. Most of these are ways of making money more accessible to customers. For example, banks help people transfer money securely. They give customers cheque books and credit cards to use instead of cash. They provide ATM machines so that people can get cash any time of the day or night.

But how do banks make a living? Basically, they make a living by charging interest on loans. Of course, when you make a deposit into a bank savings account, the bank pays you interest on that money.

However, the rate they pay savers is less than the rate they charge borrowers. The extra money they make by charging interest on loans is where banks earn most of their money. For banks, interest is also a kind of security. Sometimes people do not pay back money they borrow. This is called *defaulting on a loan*. When someone defaults on a loan, the bank uses money earned from interest to cover the loss.

All of this means that most of the money people have saved in the bank is not there at all! A small amount of the total savings is kept by the bank so that customers can make withdrawals. The rest, however, is made available for loans. The amount that is kept is called the *reserve*.

The reserve must be a certain percentage of all the savings received from customers - for example 20 per cent. This figure is set by the central bank, and this is one of the ways that governments can control the amount of money circulating in the economy.

2. *Ответьте письменно на вопросы по тексту.*

- a) What are the two reasons for saving your money in a bank?
- b) Why do people borrow money from banks?
- c) What other financial services do banks provide?

- d) How do banks make a living?
- e) What is a reserve? How big can it be?

3. Заполните пропуски в предложениях одним из слов, предложенных ниже:

withdrawal ATM interest credit savings central deposit reserve default inflation

- a) When you make a ..., you put money into your account.
- b) When you make a ..., you take money out of your account.
- c) An ... is a machine that gives customers money when the bank is closed.
- d) The percentage of the principal that is paid as a fee for borrowing money is
- e) A ... is the bank currency deposit which is not lent out to the bank's clients.
- f) A ... card is used for borrowing money to buy things.
- g) If you cannot pay back money you borrow you ... on a loan.
- h) A ... account is used for keeping money longer term.
- i) Money in a box under your bed loses value because of
- j) The ... bank decides how much money commercial banks should keep in reserve.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) The purpose of each business process is to offer each customer the right product or service.
- b) To obtain a stock exchange listing, a company must have at least 25 per cent of its shares held by public.
- c) Efforts to increase the productive capacity of the poorer nations will only be effective if these nations are able to increase their exports.
- d) We expect interest rates to rise next week.
- e) We have decided not to advertise this position, but to recruit internally.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) The increase in government spending and borrowing will have some effect on the rate of interest.
- b) We have succeeded in entering a new competitive market.
- c) Protecting infant industries is vital to their survival in a highly competitive market.
- d) He knew nothing of his being sent to London.
- e) New management suggested changing quality control system.

6. *Переведите предложения на русский язык, обращая внимание на формы и функции причастия.*

- a) A country wishing to limit its population may discourage immigration and encourage emigration.
- b) Industries producing steel, paper and chemicals require very large quantities of water and tend to be found near rivers.
- c) Taxes placed on goods and services are known as indirect taxes as opposed to direct taxes placed on income and wealth.
- d) Loan capital is more appropriate in firms operating in stable market.
- e) Having researched all the vacancies available, he chose the one to match his qualifications and experience.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- a) If incomes are rising, the demand for most goods and services will tend to increase.
- b) If the price of butter fell, the demand for margarine would probably fall.
- c) If production can be expanded very easily and quickly in response to an increase in demand, supply will be elastic.
- d) If we don't install new equipment, we will become uncompetitive.
- e) If I had known that I wouldn't have said anything.

Вариант 2

1. *Прочитайте и переведите письменно текст.*

WHAT DOES ECONOMICS STUDY?

What do you think of when you hear the word *economics*? Money, certainly, and perhaps more complicated things like business, inflation

and unemployment. The science of economics studies all of these, but many more things as well. Perhaps you think that economics is all about the decisions that governments and business managers take. In fact, economists study the decisions that we all take every day.

Very simply, economics studies the way people deal with a fact of life: resources are limited, but our demand for them certainly is not. Resources may be material things such as food, housing and heating. There are some resources, though, that we cannot touch. Time, space and convenience, for example, are also resources. Think of a day. There are only 24 hours in one, and we have to choose the best way to *spend* them. Our everyday lives are full of decisions like these.

Every decision we make is a *trade-off*. If you spend more time working, you make more money. However, you will have less time to relax. Economists study the trade-offs people make. They study the reasons for their decisions. They look at the effects those decisions have on our lives and our society.

What are microeconomics and macroeconomics?

Economists talk about *microeconomics* and *macroeconomics*.

Microeconomics deals with people, like you and me, and private businesses. It looks at the economic decisions people make every day. It examines how families manage their household budgets. Microeconomics also deals with companies - small or large - and how they run their business.

Macroeconomics, on the other hand, looks at the economy of a country - and of the whole world. Any economist will tell you, though, that microeconomics and macroeconomics are closely related. All of our daily microeconomic decisions have an effect on the wider world around us.

Another way to look at the science of economics is to ask, 'what's it good for?' Economists don't all agree on the answer to this question. Some practise *positive* economics. They study economic data and try to explain the behavior of the economy. They also try to guess economic changes before they happen. Others practise *normative* economics. They suggest how to improve the economy. Positive economists say, 'this is how it is'. Normative economists say, 'we should '.

So what do economists do? Mainly, they do three things: collect data, create economic models and formulate theories. Data collection can include facts and figures about almost anything, from birth rates to coffee production. Economic models show relationships between these

different data. For example, the relationship between the money people earn and unemployment. From this information, economists try to make theories which explain why the economy works the way it does.

2. *Ответьте письменно на вопросы по тексту.*

- a) What does economics study?
- b) What does microeconomics deal with?
- c) What does macroeconomics look at?
- d) What's the difference between positive and normative economics?
- e) What are the three things that economists do?

3. *Подберите к терминам соответствующие определения:*

1. budget	A. the people who control a country and make laws
2. business	B. information
3. convenience	C. company that sells goods or services
4. data	D. easiness
5. demand	E. the amount of money you have for something
6. government	F. how much people want something
7. inflation	G. the number of people without work
8. resources	H. something such as money, workers or minerals belonging to an organization, country, which can be used to function properly
9. trade-off	I. rising prices
10. unemployment	J. giving away something in exchange for something

4. *Переведите предложения на русский язык, обращая внимание на функции инфинитива.*

- a) It is important to carry out these changes as quickly as possible.
- b) To encourage our employees to develop their skills is one of the prime concerns of management.
- c) The employers agreed to accept the terms of the pay deal.
- d) Another fact to be born in mind is that some of these ratios only apply to domestic output.
- e) The advanced countries provide technical experts to advise and assist the developing countries in their efforts to achieve growth.

Задание 5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) The control of the money supply is one of the most important instruments for regulating total demand in an economy.
- b) We discussed opening a new business.
- c) Increasing wage rates attracts more workers and encourages them to work longer hours.
- d) Many people get satisfaction from doing a good job and creating something useful or beautiful.
- e) Imposing taxes on harmful products discourages people from consuming them.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) The information obtained is very valuable.
- b) In advanced capitalist societies advertising is a powerful instrument affecting demand in many markets.
- c) A business process is the set of activities performed to serve a customer.
- d) Banknotes and coins are not the most important form of money in developed countries.
- e) Having returned from a business trip, he suggested using new approaches to the project.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If the government cuts taxation, it will gain a lot of popular support.
- b) If we installed new equipment, we would become more competitive.
- c) Were I in the city, I would attend this lecture.
- d) Unless we reach break-even point within six months, we will have to ask for another bank loan.
- e) If the consultant had done more careful research, he would have identified a gap in the market.

Вариант 3

1. Прочитайте и переведите письменно текст.

THE MARKET ECONOMY

Have you ever walked through a busy street market? People push their way through crowds of others in order to reach the stalls first. The

air is full of deafening shouts. Stall owners yell to advertise their goods. Buyers cry out their orders. It's hard to imagine, but behind this noisy confusion is a very logical economic theory: the *market economy*.

The market economy is sometimes called the *free market*. A free market is not controlled in any way by a government. It is also free from the influence of custom or tradition. In a free market, the only reason why things are bought and sold is because there is a demand for them. Prices for goods and services are simply what people are prepared to pay. The market economy is not really controlled by anyone. It controls itself.

The street market where we began has many of the characteristics of the free market. Customers arrive at the market with a shopping list of things they need. They also come with an idea of how much they are prepared to pay. Stall owners sell what customers demand, and try to get the highest price they can for it. Supply and demand control what is on the market and how much it sells for. In the wider economy, we are all customers, and the stall owners are like companies.

The role of the company in the free market is to supply what people want. However, companies need an incentive. The incentive is profit. There are two ways for companies to make a profit. The first way is to raise their prices. The second way is to reduce their production costs. And this brings us to two more features of the market economy: *competition* and *technology*.

Competition exists in a free market because, theoretically, anyone can be a producer. This means that companies have to compete with each other for a share of the market. Competition is good for consumers because it helps to control prices and quality. If customers aren't happy with a product or service, or if they can't afford it, they will go to a competitor.

Technology exists in a free market because producers need ways to reduce their costs. They cannot buy cheaper raw materials. Instead, they must make better use of time and labour. Technology is the use of tools and machines to do jobs in a better way. This helps companies produce more goods in less time and with less effort. The result: more profit.

People often think that most economies are free markets. However, at the macroeconomic level, a truly free market economy does not exist anywhere in the world. This is because all governments set limits in order to control the economy. Some governments set many limits, other governments set very few, but they all set some. For this reason, a true

market economy is only theoretical. Nevertheless, many of the features of the market economy do exist in most societies today.

2. *Ответьте письменно на вопросы по тексту.*

- a) Who controls a market economy?
- b) Who decides what to produce and sell in a market economy?
- c) Why is competition a good thing?
- d) Why does technology exist in a market economy?
- e) Are there true market economies in the world today? Why?

3. *Заполните пропуски в предложениях одним из слов, предложенных ниже. Перепишите полные предложения и переведите их на русский язык.*

market reduce competition demand advertise features costs raise afford profit
--

- a) Production ... are the amount of money companies spend to make a product.
- b) A ... economy is one where a government decides what can be bought and sold and/or how it is done.
- c) When there is a demand we... prices but we ... them if we want to sell something quickly.
- d) If there is only one producer in the market, there is no ...
- e) Supply and ... control what is on the market and how much it sells for.
- f) I can't ... that car – it's far too expensive.
- g) Businesses ... their products in the media to attract more customers.
- h) The main incentive for businesses in a market economy is making a
- i) Technology is one of the main ... of the market economy.

Задание 4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) One of the fundamental decisions to be taken by entrepreneurs concerns the geographical location of their enterprises.
- b) In order to increase profits, the company developed a new product and launched it successfully in the market.
- c) To enter this market requires a lot of hard work.
- d) The sales director claimed to have found three new customers.

- e) There are nation-wide schemes to encourage industrial investment.

Задание 5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) His taking part in the development of the new system was a great help to us.
- b) Opening up economies bring a problem of keeping a good balance of trade.
- c) By cutting the number of employees a company has a quick-acting method of reducing costs.
- d) The company risks losing money if it makes investment in this venture.
- e) Retail price index is calculated by recording increases in prices for a range of goods and services.

Задание 6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) Monetary policy is one of the tools used by the government to control the economy.
- b) Purchases made using credit cards are now a huge proportion of total spending in many countries.
- c) Structural unemployment occurs when changing public tastes and advances in technology cause a fall in demand for some types of work.
- d) In a country suffering from inflation people have lower disposable incomes.
- e) Having laid off 50 employees, the company reduced costs and managed to survive.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If money incomes rise by 5 per cent, but over the same period prices rise by 10 per cent, real income will have fallen.
- b) If the supplier of such a commodity were to raise the price, many buyers would turn to the close substitutes.
- c) We would have to reduce our workforce if the bank refused to extend our credit.
- d) If the market for our products expands, we will have a 20 per cent increase in turnover next year.

- e) If we had installed the equipment, we would have become more competitive.

Вариант 4

1. Прочитайте и переведите письменно текст.

MARKET STRUCTURE AND COMPETITION

When economists talk about *market structure* they mean the way companies compete with each other in a particular market. Let's take the market for pizzas, for example. There may be many thousands of small companies all trying to win a share of the pizza market, or there may be only one huge company that supplies all the pizzas. These are two very different market structures, but there are many other possible structures.

Market structure is important because it affects price. In some market structures, companies have more control over price. In other market structures, consumers have more control over price.

You can think of market structure as a kind of scale. At one end of the scale is *perfect competition* and at the other end is *pure monopoly*.

In a market with perfect competition, there are many companies supplying the same good or service, but none of them are able to control the price. This sounds fine, but in reality it is very difficult for such a market structure to exist. What's needed?

First of all, there must be many small companies competing. Each company has its own small share of the market. If one company has a much larger share than any other, it can affect price, and perfect competition will no longer exist.

Secondly, products or services from different companies must be the same. This doesn't mean that everything on the market has to be identical, but they have to be perfect substitutes. In other words, one company's product must satisfy the same need as another company's. Imagine a company produces a television that also makes tea. Its product is different from everyone else's. If it chooses to raise the price of its TVs, customers may still want to buy them because of this difference.

Thirdly, customers and companies must have perfect and complete information. This means that they know everything about the products and prices on the market and that this information is correct.

Fourthly, there mustn't be any barriers to new companies entering the market. In other words there must not be anything that helps one company stay in the market and blocks others from trading.

Finally, every company in the market must have the same access to the resources and technology they need.

If all of these conditions are met, there is perfect competition. In this kind of market structure, companies are *price takers*. This is because the laws of supply and demand set the price, not the company. How does this work? Very simply! An increase in demand will make a company increase its price in order to cover costs. It might try to push its prices even higher than necessary so that it can make more profit. However, it will not be able to do this for very long. The increase in demand and the higher price will make other companies want to enter the market, too.

2. *Ответьте письменно на вопросы по тексту.*

- a) What is market structure? Give examples of market structures.
- b) How many conditions are necessary for perfect competition to exist?
- c) Do small or large companies operate in a market with perfect competition?
- d) Do companies make the same or different products in a market with perfect competition?
- e) Is it easy for new businesses to enter a market with perfect competition?
- f) Does perfect competition exist in reality?

3. *Заполните пропуски в предложениях одним из слов или словосочетаний, предложенных ниже. Перепишите полные предложения и переведите их на русский язык.*

good	resources	supply	price takers	share
exist	pure monopoly	enter	access	

- a) Perfect competition and are opposites.
- b) In a market with perfect competition all companies have equal access to the ... and technology they need.
- c) Everyone should have ... to education.
- d) In a market with perfect competition companies are as they can't affect the prices.
- e) In a market with perfect competition each company has its small ... of the market.
- f) A perfect economic system may never
- g) In a market with perfect competition there are many companies supplying the same ... or service.
- h) The laws of ... and demand set the price in the market.

- i) There mustn't be any barriers for companies that want to ... the market.

Задание 4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) To spend more one should earn more.
- b) The equipment to be installed will need more monitoring.
- c) Many companies merge in order to increase market power rather than to increase efficiency.
- d) We intend both to replace the board and design a new aggressive policy.
- e) The main tasks of an economist are to collect data, create economic models and formulate theories.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) Printing money is rarely a solution for economic crises.
- b) Despite all the advantages of having an open economy, countries sometimes restrict trade with other countries.
- c) Specialising in one area of trade will give a country a comparative advantage.
- d) If interest rates are reasonable, people continue taking out loans and using credit cards.
- e) During a boom, consumers feel confident about spending because their jobs seem secure.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) Wealth can include money saved in bank accounts or invested in pension schemes.
- b) Government's main weapon to fight inequality is taxation making the income gap between the rich and the poor smaller.
- c) As the division of labour increases, the amount of time needed to train each worker decreases.
- d) At the top of the company there is the board of directors taking major decisions and setting objectives for the staff.
- e) Having done thorough market research, the company identified its target consumers and launched a new advertising campaign.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If wages rise, unemployment will rise.
- b) If the agent defaults on the agreement, we will take legal action.
- c) If they gave us a special price, we would put in a big order.
- d) If we had anticipated the crash, we wouldn't have lost so much money.
- e) We'll stop meeting now unless there is something else to discuss.

Вариант 5

1. Прочитайте и переведите письменно текст.

TAXATION

The primary function of taxation is, of course, to raise revenue to finance government expenditure, but taxes can also have other purposes. Indirect excise duties, for example, can be designed to dissuade people from smoking, drinking alcohol, and so on.

There is always a lot of debate as to the fairness of tax systems. Business profits, for example, are generally taxed twice: companies pay tax on their profits (corporation tax in Britain, income tax in the USA), and shareholders pay income tax on dividends. Income taxes in most countries are progressive, and are one of the ways in which governments can redistribute wealth. The problem with progressive taxes is that the marginal rate – the tax people pay on any additional income – is always high, which is generally a disincentive to both working and investing. On the other hand, most sales taxes are slightly regressive, because poorer people need to spend a larger proportion of their income on consumption than the rich.

The higher the tax rates, the more people are tempted to cheat, but there is a substantial 'black' or 'underground' economy nearly everywhere. In Italy, for example, self-employed people – whose income is more difficult to control than that of company employees – account for more than half of national income. Lots of people also have undeclared, part-time evening jobs (some people call this 'moonlighting') with small and medium-sized family firms, on which no one pays any tax or national insurance.

To reduce income tax liability, some employers give highly-paid employees lots of perks or benefits instead of taxable money, such as company cars, free health insurance, and subsidized lunches. Legal ways of avoiding tax, such as these, are known as loopholes in tax laws. Life insurance policies, pension plans and other investments by which

individuals can postpone the payment of tax, are known as tax shelters. Donations to charities that can be subtracted from the income on which tax is calculated are described as tax-deductible.

Companies have a variety of ways of avoiding tax on profits. They can bring forward capital expenditure (on new factories, machines, and so on) so that at the end of the year all the profits have been used up; this is known as making a tax loss. Multinational companies often set up their head offices in countries such as Liechtenstein, Monaco, the Cayman Islands, and the Bahamas, where taxes are low; such countries are known as tax havens. Criminal organizations, meanwhile, tend to pass money through a series of companies in very complicated transactions in order to disguise its origin from tax inspectors – and the police; this is known as laundering money or money laundering.

2. *Ответьте письменно на вопросы по тексту.*

- a) What are the main functions of taxation?
- b) Are tax systems always fair? Why?
- c) What are the advantages and the disadvantages of progressive taxation?
- d) How do companies avoid paying taxes?
- e) Do many countries have underground economy?

3. *Прочитайте текст “Taxation” еще раз. Перепишите утверждения, данные ниже, и укажите, являются ли они верными или неверными (True or False). Подтвердите свое мнение цитатами из текста.*

- a) Taxation is the main source of revenue for the government.
- b) Taxes can be designed both to discourage and to encourage spending.
- c) The same amount of money can be taxed more than once.
- d) Progressive taxes may discourage people from working extra hours.
- e) Sales taxes are unfair because poor people spend more than the rich.
- f) The Italian government knows that about one seventh of national income escapes taxation.
- g) 'Loopholes' are a common form of tax evasion.
- h) If you pay a lot of your income into a pension fund or a life insurance policy you never have to pay tax on it.

- i) A company that makes an unusually large profit during a tax year might quickly decide to spend it, for example, on a new factory or equipment.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) The tendency to increase the amount of benefits paid to the population is becoming more obvious.
- b) The first step to be taken is to start negotiations.
- c) To ensure a steady economic growth, all the macroeconomic parameters must be involved.
- d) The inflation rate was not high enough to start paying compensations to workers.
- e) The crops harvested were so big as to be able to store them and even export part of them.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) Calculating consumer price index is a part of general statistic procedure.
- b) In dealing with statistical data it is necessary to have all the factors involved.
- c) There is high probability of their being invited to the congress as special guests.
- d) We'll probably think of trying another approach in this matter.
- e) Finding suitable premises was more difficult than we anticipated.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) When studying market economy we have to understand that business enterprise is the very heart of private property.
- b) Adam Smith's works followed by those of Karl Marks and John Maynard Keynes constitute different approaches known in the economic thought.
- c) Having established the reasons we can proceed with our regular work in this matter.
- d) Writing the letter he thought about the urgent order.
- e) We are interested in goods produced by this factory.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- a) If I was promoted, I would be able to buy a bigger house.
- b) If you worked a bit harder, you'd be really good at your job.
- c) If they offer me the job, I will probably take it.
- d) If I had known about the layoffs, I would have started looking for a job.
- e) The meeting would have been called off if John hadn't arrived at the last moment.

Вариант 6

1. *Прочитайте и переведите письменно текст.*

NICHE MARKETING: TARGETING THE BEST PROSPECTS

Many entrepreneurs think that selling to the widest possible market is the likeliest path to success. They are afraid to pursue a market niche because they fear they'll lose business by turning away customers. But this 'take all comers' approach is not very effective.

It's hard to stand out when you market your business without a distinctive set of prospects in mind.

Occupying a niche means you won't be competing with a lot of similar businesses solely on price. And because you will be selling products and services that are customized to the specific needs and predispositions of a select group of people, you can often charge more. Your products and services serve a market that can't easily find alternatives.

The process starts with market research: analyze your best potential customers, your competitors, your market's predisposition toward your products and services, and your ability to serve these people so well as to make you their vendor of choice.

Market research is like sticking your toe into a lake before jumping in. If you figure out exactly which group of people you want to reach, and what their needs are, you avoid wasting time and money. Once you know, you can alter your product or services to fit the needs of your target market more closely, and you can craft a message that reflects your business and your customer.

Market research does not require expensive consultants, surveys or focus groups — it can be as simple as asking your best customers the

right questions. To determine if a particular niche is right for you, ask yourself these questions:

Do I have an identifiable target population with similar interests and needs?

Is the market large enough to support my business?

Can I tailor my products, services, and business identity to address that market's particular needs?

Is my target market currently underserved?

Can I reach my potential customers in a cost-effective manner?

Your niche will give your marketing efforts a natural, sharp focus. The more you specialize, the more your market will see the value of your services because you speak directly to their unique situation. Assuming your niche is large enough, you can do quite well by becoming a provider of products and services that can't be found anywhere else.

2. Прочитайте текст еще раз. Перепишите утверждения, данные ниже, и укажите, являются ли они верными или неверными (True or False). Подтвердите свое мнение цитатами из текста.

- a) Many entrepreneurs are afraid to pursue a market niche.
- b) It is hard to stand out when you market your business without a distinctive set of prospects in mind.
- c) Market research is the first step in niche marketing.
- d) To occupy a niche means that you will compete with a lot of businesses solely on price.
- e) Market research requires expensive consultants, surveys and focus groups.

3. Заполните пропуски в предложениях одним из слов или словосочетаний, предложенных ниже:

predispositions, market research, cost-effective, entrepreneurs, competitors, approach, customers, was tailored to, target market, market niche

- a) If our ... of young people aged between 18 and 25 are buying our clothes, it is because they like them.
- b) Mrs. Wilson is one of our regular

- c) ... is a small area of trade within the economy, often involving specialized products.
- d) His report ... an audience of businessmen.
- e) If an activity is ..., it is good value for the amount of money paid.
- f) ... shows that demand for small cars will continue to grow.
- g) He was one of the ... of the eighties who made their money in property.
- h) Their prices are better than any of their
- i) Entrepreneurs should be aware of the customers' ... and needs.
- j) This ... is very effective.

Задание 4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) Listen, Derek failed to pass his final exams!
- b) The test turned out to be easy.
- c) The buyers want to know our terms of payment.
- d) This is for you to decide.
- e) The secretary was happy to have been invited to the party.
- f) To be a good manager you have to like people and be good at communication.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) My documents need correcting.
- b) We can't excuse their not answering our invitation.
- c) He doesn't like having been invited to their parties.
- d) The Chairman began speaking.
- e) She has a habit of interrupting people.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) Writing the letter he thought about the urgent order.
- b) Having made the report Tom left the room.
- c) This is the warehouse built many years ago.
- d) The hall was full of smoking people.
- e) The house being built in our street is a new supermarket.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If you spoke less and listened more, you'd be more aware of what people really felt.
- b) If I lost my job, I'd have a lot of problems getting another one.
- c) If we spent more on Research and Development, we wouldn't be so behind technologically.
- d) I think it would create much better discipline in the office if you showed me a bit more respect in front of my staff.
- e) I'll only call you if I think there is a problem.

Вариант 7

1. Прочитайте и переведите письменно текст.

10 WAYS TO GET CUSTOMERS TO BUY NOW

You sent out the best direct mail piece you've ever seen. Your brochure is so great you framed it and put it next to the pictures of your kids. So why aren't you getting sales?

Take a look at your call to action. With any advertising materials, it's crucial that you get potential customers to act. Now! Use the following techniques to create a call to action that will have your phones ringing off the hook and your profits reinventing your sales graphs:

Advise of a Price Increase. People want to get in on a good deal. If your price is going up on a specific date, let your customers know. They'll want to buy before your product's price increases.

Establish a Trial/Introductory Period. Trial periods are a great way to get new customers. Offer a special deal, extra service or a lower price during your trial/introductory period.

Free Gift. Nothing attracts new customers like free gifts. As an added incentive for ordering, offer your free gift to the first 100 or 1000 people that respond.

"No Risk" Trial. People want to know there's no risk involved if they're not satisfied with the product/service. Let new customers know they can cancel for any reason before the trial period expires.

"Not Available in Stores". Is your product exclusive to mail order? If your product's not available in stores, be sure to tell your customers. They'll know they can only order your product from you instead of visiting the local stores.

Offer an Upgrade. One simple line can boost your sales. "Order within 10 days and we'll upgrade you to the deluxe model."

Free Supplies/Accessories. You've seen this technique used with computer sales. Buy a computer and receive a free printer. This works with a whole range of products. But be sure to include a date on your offer. This politely urges people to take advantage of your offer before time runs out.

Use Action Phrases. No matter how you approach your own call to action, be sure to include action phrases:

Call Now. Toll Free. 24 Hours a Day. Mail this coupon today in the postage-paid envelope. Fax your response card.

Avoid Passive Phrases. Be sure to avoid passive phrases like: You know how to reach us. Call when you're ready to order.

Give your customers the perks of responding immediately. They'll grab their wallets. You'll see an increase in profits.

2. *Прочитайте текст еще раз. Перепишите утверждения, данные ниже, и укажите, являются ли они верными или неверными (True or False). Подтвердите свое мнение цитатами из текста.*

- a) All the customers like free gifts.
- b) If you use the techniques described in the text you will not get profits.
- c) The author advises to use passive phrases.
- d) Customers usually want to buy after the product's price increases.
- e) Offering an upgrade can boost your sales.

3. *Заполните пропуски в предложениях одним из слов или словосочетаний, предложенных ниже:*

profit, to boost, advertises, mail order, the sale, expire, was offered, price, an incentive, reinvent
--

- a) They will drop the price rather than lose....
- b) The theatre managed... its audience by cutting ticket prices.
- c) The contract between the two companies will ... at the end of the year.
- d) Bonus payments provide...to work harder.
- e) She makes a big ...from selling waste materials to textile companies.
- f) I often buy clothes by....
- g) The large supermarkets are offering big ...cuts.
- h) He...his services on the company notice board.

- i) Don't...wheel.
- j) She ...a job in Paris.

4. *Переведите предложения на русский язык, обращая внимание на функции инфинитива.*

- a) The director didn't like to be interrupted.
- b) It takes character and self-control to understand and forgive.
- c) I am going to tell you a thing which can make you change your mind.
- d) He seems to have been reading since morning.
- e) There is only one way to get anybody to do anything, and that is by making the other person want to do it.

5. *Переведите предложения на русский язык, обращая внимание на формы и функции герундия.*

- a) She thought of going to Spain on holidays.
- b) Do you have any reason for saying such things?
- c) Writing reports is a boring thing.
- d) I like learning foreign languages.
- e) Our director hates being interrupted.

6. *Переведите предложения на русский язык, обращая внимание на формы и функции причастия.*

- a) The woman standing at the window is my colleague.
- b) The letter written by him was very long.
- c) The question being discussed now is very important.
- d) Being asked he said nothing.
- e) Having lost his address I couldn't write to him.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- f) If sales don't improve soon, we'll have to lay off some workers
- g) If I were in your position, I'd resign rather than wait to be sacked.
- h) If you worked a bit harder, you'd be really good at your job.
- i) If they offered me the job, I would probably take it.
- j) So, if I hear from you, I'll assume everything is fine.

Вариант 8

1. *Прочитайте и переведите письменно текст.*

DIFFERENT TYPES OF ADVERTISING METHODS

Advertising has evolved into a vastly complex form of communication, with literally thousands of different ways for a business to get a message to the consumer. It could be said that cave paintings in some way represented the first forms of advertising, although the earliest recognized version of what we know as advertising was done on papyrus by the Egyptians. And in Pompeii, the ruins suggest that advertising was commonplace.

However, today the advertiser has a vast array of choices. The Internet alone provides many of these, with the advent of branded viral videos, banners, advertorials, sponsored websites, branded chat rooms and so much more.

Fortunately, every single tactic available to the advertiser falls into one of the following buckets. Although a few of these are relatively new to the field, most go way back to the very beginnings of modern advertising.

Print Advertising. If an advertisement is printed on paper, be it newspapers, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium, then it comes under the banner of print advertising.

Broadcast Advertising. A mass-market form of communication including television and radio, broadcast advertising has, until recently, been the most dominant way to reach a large number of consumers.

Outdoor Advertising. Also known as out-of-home (OOH) advertising, this is a broad term that describes any type of advertising that reaches the consumer when he or she is outside of the home.

Product Placement Advertising. In a nutshell, product placement is the promotion of branded goods and services within the context of a show or movie, rather than as an explicit advertisement.

Cell Phone & Mobile Advertising. A relatively new form of advertising, but one that's spreading rapidly, uses cell phones, iPads, Kindles, Nooks, and other portable electronic devices with Internet connectivity. Current trends in mobile advertising involve major use of social media such as Twitter and Facebook.

Online Advertising. If you see an advertisement via the Internet (World Wide Web), then it is classified as online advertising. In fact, there are ads on this very page, and most other websites you visit, as they are the primary revenue driver for the Internet. Learn more about this vital part of the Internet.

Public Service Advertising. Unlike traditional commercials, Public Service Advertisements (PSA) are primarily designed to inform and educate rather than sell a product or service.

2. Прочитайте текст еще раз. Перепишите утверждения, данные ниже, и укажите, являются ли они верными или неверными (True or False). Подтвердите свое мнение цитатами из текста.

- a) The author denies the fact that the earliest version of advertising was done on papyrus by the Egyptians.
- b) Direct mail is an example of print advertising.
- c) Outdoor advertising has, until recently, been the most dominant way to reach a large number of consumers.
- d) "OOH" means "out-of-home".
- e) Public service advertisements are primarily designed to sell a product or service.

3. Заполните пропуски в предложениях одним из слов, предложенных ниже. Перепишите полные предложения и переведите их на русский язык.

are spread, advertisements, suggested, provides, available, banners, considered, in a nutshell, via, primarily
--

- a) This booklet ...useful information about local services.
- b) She scanned the job ... in the paper.
- c) The demonstrators walked along the street, waving ...and shouting angrily.
- d) Our autumn catalogue is now ... from our usual stockists.
- e) The redundancies ...across the clothing, banking and building industries.
- f) Reports are coming in ...satellite.
- g) They were wondering where to hold the office party and I... the Italian restaurant near the station.
- h) Well, to put it ..., we're lost.
- i) We're ... concerned with keeping expenditure down.
- j) Don't make any decisions before you've ...the matter.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) To know all is to forgive all.
- b) You are always the first to arrive.
- c) I should come and see him off as live not so far away.

- d) Some people find it difficult to speak in public.
- e) The book to be read can be bought in any bookshop.

5. *Переведите предложения на русский язык, обращая внимание на формы и функции герундия.*

- a) We are proud of having been his colleagues.
- b) Looking at the computer screen for a long time is very harmful for eyes.
- c) My boss insists on my staying there.
- d) He sat without answering.
- e) She entered the office without being noticed.

6. *Переведите предложения на русский язык, обращая внимание на формы и функции причастия.*

- a) He set in the arm-chair thinking.
- b) Having shaken hands with them we continued our way.
- c) The questions put to the professor were important.
- d) Having received his letter they left for London.
- e) While waiting for them I was reading this newspaper.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- a) If you want, I'll tell Jagger that we need time to think it over.
- b) When he hears that, he'll be a bit impatient.
- c) If I spoke Japanese as well as you do, I'd try to find a job with one of the Japanese banks.
- d) If you invested some time into learning how the Internet works, you'd find that it could really help you in your job.
- e) If you took the train, you wouldn't be so tired when you arrived.

Вариант 9

1. *Прочитайте и переведите письменно текст.*

6 SIMPLE MARKETING STRATEGIES TO INCREASE YOUR BUSINESS

Marketing is the most common problem that people running or starting small businesses ask me about. Typically, they say something like, "I've placed some ads but they just don't seem to be doing anything." – in other words, not bringing them the customers, clients or sales they desire.

Marketing is More Than Advertising. But marketing and advertising are not synonymous and 'placing a few ads' is never going to draw the kind of business a small business needs to be successful. Marketing is a process, not an event. It involves planning marketing goals and implementing (often a series of) marketing strategies to achieve them.

Now that doesn't mean marketing has to be a complicated process. But it does mean you have to know what you want to achieve and get out there and work at it. Here are six simple marketing strategies you can use to increase your customers and sales.

- 1) Offer some free classes/workshops related to your products and/or services - in your home, in a rented venue or through a local education institution. Target specific audiences or events, if appropriate.
- 2) Join local business organizations and networking groups. Many, such as home-based business groups, are inexpensive to join. And the marketing benefits are huge. Once they get to know you and what you do, the other business people in your group will mention your business to others and may even give you referrals.
- 3) Create or become front and center in a charitable event. You can get huge amounts of press for events like this – which can translate into new customers.
- 4) Create your own blog - and use it to build an audience of people who would be interested in your products and/or services. Creating a blog is easier than creating a website - and savvier too. You'll start connecting with other bloggers, business people and potential customers.
- 5) Join and use Twitter. If you have time to get to know and use a variety of social media, do. But if you only have time for one, Twitter is my pick of all the social media out there because it's so quick and easy to use.
- 6) Ask for referrals - If you operate a service-based business, you know that I have saved the best for last here, because asking for referrals is the easiest and least time-consuming of all the marketing strategies in this article.

Don't get me wrong; there's nothing wrong with advertising. It's just that in most cases it won't be not effective marketing unless it's part of a coordinated marketing plan. Think of marketing as a rope and

advertising as one strand of the rope. How strong is a one strand rope going to be?

2. *Прочитайте текст еще раз. Перепишите утверждения, данные ниже, и укажите, являются ли они верными или неверными (True or False). Подтвердите свое мнение цитатами из текста.*

- a) Marketing is an event, not a process.
- b) One can offer free classes in a local education institution.
- c) If you join local business organization and networking groups, marketing benefits will be huge.
- d) Creating a website is easier than creating a blog.
- e) Asking for referrals is the most difficult marketing strategy.

3. *Заполните пропуски в предложениях одним из слов или словосочетаний, предложенных ниже. Перепишите полные предложения и переведите их на русский язык.*

increased, complicated, charities, to relate, benefits, marketing, small business, advertisers, inexpensive, venue
--

- a) Our... people have come up with a great idea for the launch of the new model.
- b) Whilst claiming to promote positive images of women,...are in fact doing the very opposite.
- c) I had to fill in this really...form.
- d) One of the many...of foreign travel is learning how to cope with the unexpected.
- e) It's an ...perfume.
- f) Proceeds from the sale of these cards will go to local....
- g) The hotel is an ideal...for conferences and business meetings.
- h) The cost of the project has...dramatically since it began.
- i) The tax changes will bring immediate benefits for....
- j) Researchers are trying ...low exam results to large class sizes.

4. *Переведите предложения на русский язык, обращая внимание на функции инфинитива.*

- a) I am glad to have met you.
- b) Jane remembered to have been told a lot about Mr Rochester.
- c) Nature has many secrets to be discovered yet.
- d) He was told to meet the delegates and take them to the hotel.

e) Which is more pleasant: to give or to be given presents?

5. *Переведите предложения на русский язык, обращая внимание на формы и функции герундия.*

- a) She is angry at having been sent for.
- b) I can't remember having seen him before.
- c) I don't mind your going at all but you'd better see if your father has any objections.
- d) If you can't give up smoking, at least you could cut down a bit.
- e) Have you considered borrowing money from the bank as a way of financing your holiday?

6. *Переведите предложения на русский язык, обращая внимание на формы и функции причастия.*

- a) Writing the letter he thought about the urgent order.
- b) Having made the report Tom left the room.
- c) This is the warehouse built many years ago.
- d) The hall was full of smoking people.
- e) The house being built in our street is a new supermarket.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- a) I wouldn't have met up with John if I'd stayed at home.
- b) I'm sure that if I talk to him sweetly enough he'll hold on and not look elsewhere.
- c) If you spent more time on your own problems and a bit less on mine, we'd both benefit.
- d) If I met her again, I would be really angry with her.
- e) If I were you, I wouldn't tell anybody about this.

Вариант 10

1. *Прочитайте и переведите письменно текст.*

4 WAYS TO PROVIDE CUSTOMER SERVICE THAT OUTSHINES YOUR COMPETITORS

So how can you provide customer Service that shines? Follow this plan to ensure customer service that will dazzle customers and competitors alike:

- 1) Determine what makes what you offer special.

Study the competition. Think about their customer service and the customer service you provide. What can you offer your customers that is “better” than the competition? There are sure to be aspects of your customer Service that you can promote as “Special”. Make a list of all these ideas for providing customer service. If you sell a product, and your competitor doesn’t offer it already, perhaps you can offer free local delivery.

2) Study the customer service ideas on your list and examine their feasibility.

Can you really guarantee that you will always stick to your written estimate or provide a faster turnaround time than your competitors? If you aren’t sure, or can’t do it, cross it off your customer service ideas list. So only choose what you can definitely do one hundred percent of the time.

3) Choose one or two of your shiny customer service ideas and implement them.

When I say implement your customer service ideas, I don’t just mean do it; you also need to let people know that you’re doing it. Feature this aspect of your customer service in whatever ads you run, including your yellow pages listing. Put it on your business cards and in your email signature. Make it part of your greeting spiel when you answer the phone. While one of the big payoffs of your shiny customer service will be the great word-of-mouth advertising it generates, this takes time, and you need to help it along by getting the word out. Don’t be shy! Solicit customer service testimonials from satisfied customers that you can use in print ads, such as in newspapers, magazines, and on your website, if you have one, or can at least use as references for new potential customers.

4) Stay proactive and keep gathering customer service ideas.

Listen to your customers and find out what kind of special customer service they want. You can do this formally, by creating a customer satisfaction feedback form that you enclose with every sale or post on your website, or informally, by asking them for their customer service ideas when they’re in your store or office. Shiny customer service is service that’s responsive to customers’ needs.

Customers are tired of dealing with retailers that ignore customer service or only pretend to have it, and as always, they’re voting with their dollars. Shiny customer Service will draw customers to your

product or service, rather than a competitors', and bring them back in droves.

2. *Прочитайте текст еще раз. Перепишите утверждения, данные ниже, и укажите, являются ли они верными или неверными (True or False). Подтвердите свое мнение цитатами из текста.*

- a) An entrepreneur shouldn't study the competition.
- b) An entrepreneur should choose many shiny customer service ideas.
- c) An entrepreneur should stay proactive.
- d) Shiny customer service is responsive to consumers' needs.
- e) Customers don't want to deal with retailers that ignore customer service.

3. *Заполните пропуски в предложениях одним из слов, предложенных ниже. Перепишите полные предложения и переведите их на русский язык.*

Guarantee, ensure, satisfied, feasibility, competition, dealing, retailer, consumers, implemented, proactive
--

- a) The new telephone rates will affect all ... including businesses.
- b) The airline is taking steps to ...safety on its aircraft.
- c) The two companies are in ...with each other.
- d) We're looking at the ...of building a shopping centre there.
- e) The system costs £99.95 including postage, packing and a 12-month....
- f) The changes to the national health system will be... next year.
- g) This company is a big electronics
- h) Some people are never ...!
- i) Companies are going to have to be more ...about environmental management.
- j) She's used to ... with difficult customers.

4. *Переведите предложения на русский язык, обращая внимание на функции инфинитива.*

- a) This is the document to be translated in two weeks.
- b) Sorry not to have noticed you.
- c) The children were delighted to have been brought to the circus.
- d) Here is the matter to be solved as soon as possible.
- e) The only way of getting the best of an argument is to avoid it.

5. *Переведите предложения на русский язык, обращая внимание на формы и функции герундия.*

- f) It's obvious he's only interested in making money.
- g) Bob sent a report to the Chairman instead of attending the meeting.
- h) She doesn't mind working the night shift.
- i) Please, forgive me for interrupting you. It was so rude.
- j) Let me begin by telling you something about our company's history.

6. *Переведите предложения на русский язык, обращая внимание на формы и функции причастия.*

- a) Having answered all the questions he began drinking coffee.
- b) We are interested in goods produced by this factory.
- c) Do you like the magazine being discussed?
- d) Having finished the discussion we went for a walk.
- e) Being ill she couldn't go to work.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- a) I'd have bought the bigger model if I'd been able to afford it.
- b) I'll tell you all about it if you have the time.
- c) You can't be good at sports if you smoke a lot.
- d) I would have gone to the cocktail party if I hadn't had too much work on.
- e) If I see you standing around the coffee machine talking again, you'll be in big trouble.

Вариант 11

1. *Прочитайте и переведите письменно текст.*

TOURISM BUSINESS AS THE WORLD'S LARGEST INDUSTRY AND EMPLOYER

Tourism may be defined as the science, art and business of attracting and transporting people, accommodating them, and catering to their needs and wants. Wealthy people have always traveled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures and to taste different cuisines.

As an industry, tourism is a dynamic, evolving, consumer-driven force. It is travel for recreational, leisure or business purposes. The

World Tourism Organization defines **tourists** as people who "travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Tourism has become a popular global leisure activity.

Tourism is the world's largest industry, with approximately USD 3.5 trillion in gross output. It is the employer of 183 million people. This represents 10.2 per cent of the global workforce. By employing one out of every ten workers, travel and tourism is the world's largest employer. As an industry, tourism is expected to grow much faster than other sectors, about twice as fast as world GNP, especially international travel. Growing so rapidly, tourism presents both tremendous opportunities and challenges. Although a mature industry, tourism is a young profession. The good news is the variety of exciting career prospects for today's hospitality and tourism graduates.

In addition to their original expenditures, tourists produce secondary impacts on local economy. When a tourist spends money to travel, to stay in a hotel, or to eat in a restaurant, that money is recycled by these businesses to purchase more goods, thereby generating further use of the money. In addition, employees of businesses who serve tourists spend a higher proportion of their money locally on various goods and services. This chain reaction continues until there is a leakage, meaning that money is used to purchase something from outside the area. This phenomenon is called the multiplier effect.

Tourism brings new revenue to the area; it also creates and maintains higher rate of employment than if there were no tourism. It may act as a catalyst for the development of the community because this revenue helps to provide schools, hospitals, and so on.

2. *Ответьте письменно на вопросы по тексту.*

- a) What is tourism?
- b) In what way does The World Tourism Organization define tourists?
- c) What is the multiplier effect?
- d) Why tourism is the world's largest industry?
- e) What kind of effect on local economy is produced by tourists?

3. *Переведите письменно предложения на английский язык, используя лексику текста из задания 1.*

- a) Туризм сегодня – это мощная мировая индустрия, крупный бизнес, большие деньги и серьезная политика глобального уровня.
- b) Значительные изменения в мировой экономике произошли с развитием массового туризма.
- c) В мировой торговле оборот от международного туризма находится на третьем месте после экспорта нефти и автомобилей.
- d) В наши дни туристический рынок стал ареной жестокой конкурентной борьбы.
- e) За последние годы туристическая индустрия пополнилась сотнями новых фирм, и в дополнение к этому претерпевает процесс глобализации.
- f) В крупных туристических центрах каждые десять туристов обеспечивают работой двух работников.
- g) С развитием общества все большее количество населения вовлекается в сферу туризма.
- h) Уже сегодня каждый девятый человек на планете трудится в сфере туризма, который обеспечивает создание большого количества рабочих мест.
- i) Туризм оказывает влияние на каждый континент, страну и город.
- j) Ожидается, что туризм станет самой крупной мировой индустрией следующего столетия.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) The first step to be taken is to start negotiations.
- b) The inflation rate was not high enough to start paying compensations to workers.
- c) To go on like this was dangerous.
- d) There is nothing to fear of.
- e) I would rather not speak upon the subject.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) She stopped coming to see us, and I wondered what had happened to her.
- b) She denied having been at home that evening.
- c) He did not approve of her drinking so much coffee.

- d) The problem is not worth discussing.
- e) I insist on your going there now.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) You must have much practice when you are learning to speak a foreign language.
- b) A fish taken out of the water cannot live.
- c) The man standing at the door of the train carriage and saying goodbye to his friends is a well-known musician.
- d) He stood watching the people who were coming down the street shouting and waving their hands.
- e) This material being a dielectric, no current can flow through it.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If I had had money last year, I would have bought a car.
- b) If I miss the 8 o'clock bus, I am late for work.
- c) If the weather is fine, we will go for a walk.
- d) If he had known that, he would have decided differently.
- e) She would pass her exam next month if she worked harder.

Вариант 12

1. Прочитайте и переведите письменно текст.

VITAL ROLES OF GOVERNMENT IN TOURISM

The roles of government are vital to tourism. First, governments generally set the policy of their country, state, or locality toward tourism. They also regulate the different components of the industry on the day-to-day basis. Second, they perform research and analysis that result in statistics on the tourism industry. Third, they are often involved in the development of tourism in their areas. This is especially true in the developing countries, but it occurs in industrialized areas as well. Fourth, governments are actively engaged in promoting a flow of tourists to their regions with advertising or public relations techniques.

In many countries, tourism is so important that its interests are represented at the ministerial level of government. Even in countries where the tourist industry has less economic importance, there is usually a tourist bureau with official or semi-official status.

One of the ways in which countries or regions can promote tourism is by relaxing the kind of regulation that usually comes under the heading of 'red tape'. Travel is made easier when there are no visa requirements and when the entry formalities are simple. Even where government investment is not direct, there must be an indirect investment in the form of building or improving the infrastructure. The infrastructure consists of those things that are necessary before development can take place — roads, sewers, electricity, telephone service, airports, and water supply. Another way in which government encourages tourism is through training programs for service personnel. Many governments institute such programs in order to have people available to fill the jobs generated by tourism.

Before a government undertakes tourist development, it usually attempts to determine the market potential — the number or percentage of travelers it can hope to attract. This is followed by studies of the social impact and very often of the environmental impact — what tourism will do to the natural surroundings. The research is followed by the actual planning and development that include improvement of the infrastructure, financial arrangements, and construction of the superstructure.

2. Прочитайте текст еще раз. Перепишите утверждения, данные ниже, и укажите, являются ли они верными или неверными (True or False). Подтвердите свое мнение цитатами из текста.

- a) Government plays only a minor role in tourism.
- b) Governments don't promote tourism; they only perform research and analysis that result in statistics on the tourist industry.
- c) Governments never attempt any kind of day-to-day regulation to any part of the tourism industry.
- d) Many governments have made direct financial investments in the development of tourist facilities.
- e) Hotels, golf courses, swimming pools, restaurants, and parking lots are all part of the infrastructure.
- f) Tourism interests are represented at the ministerial level of government in all countries.
- g) Red tape such as visas and complicated entry formalities make it easy to travel from one country to another.
- h) No research is ever done concerning the reasons why people travel or their reactions to their vacations.
- i) The infrastructure can be quickly developed without any planning or assistance from government.
- j) Governments never participate in programs to train personnel for tourist-connected jobs.

Задание 3. Переведите письменно предложения на английский язык, используя лексику текста из задания 1.

- a) Развитие туризма играет важную роль в решении социальных проблем.
- b) Туризм оказывает влияние на сохранение и развитие культурного потенциала, ведет к гармонизации отношений между различными странами и народами, заставляет правительства, общественные организации и коммерческие структуры активно участвовать в деле сохранения и оздоровления окружающей среды.
- c) Регулирование деятельности в туризме в большинстве зарубежных стран происходит при участии государственного и частного секторов.
- d) Воздействие со стороны государственных органов различных уровней является определяющим в становлении

организационно - экономического механизма управления отечественной сферой туризма.

- e) Интенсивное развитие международных туристских связей повлекло за собой создание многочисленных международных организаций.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) He saw his teacher coming.
- b) I haven't heard anyone call me.
- c) I rely on you to come in time.
- d) He asked for the papers to be brought.
- e) The tendency to increase the amount of benefits paid to the population is becoming more obvious.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) Running long distances requires much training.
- b) After working at some plant you will know your specialty better.
- c) The baby likes being spoken to.
- d) He entered the room without noticing her.
- e) These bags require drying.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) The constraint caused by the old man's presence having worn off a little, the conversation became livelier.
- b) All the necessary preparations having been made with utmost secrecy, the army launched an attack.
- c) The treaty having been signed, trade was at once resumed.
- d) Being very busy he could not answer my question.
- e) I remember well his words told at the meeting.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If she knew his phone number, she would call him next week.
- b) If J. London had not learned life from his own experience, he could not have written his great works.

- c) Had the science of radio not been developed so rapidly, we should not have got such remarkable changes in the technique today.
- d) Had he been a young man, he would have taken part in the expedition.
- e) If we paid more attention to grammar, we should know the language better.

Вариант 13

1. Прочитайте и переведите письменно текст.

TOURISM IN RUSSIA

Russia has tremendous potential for both developing interior tourism and inviting foreign tourists. There is everything that provides such opportunities: vast territory, rich history and cultural legacy and in some regions - virginal nature. Russia stretches for 10 thousand kilometers from west to east and 3 thousand kilometers from arctic latitudes to sub-tropical regions in the south. The variety of landscapes provides the development of different types of tourism: sport and extreme tourism, mountain skiing tours, sea and river cruising, health recreation tours, children's and youth tourism, ecological and business tourism. There are resorts at the Black sea in the south and at the Baltic Sea in the north, which make Russia a good place to enjoy beach recreation and health recreation at the seas. Mineral water springs of mountain resorts are very popular with many tourists. One can take ethnic tours to the areas populated by northern peoples or take part in tundra deer safari.

Any kind of mountain tourism (mountain climbing and hiking, rafting in "turbulent" mountain rivers, mountain skiing and biking) is possible to do in Russia. The full-flowing, wide and long rivers such as the Volga, Yenisei and Lena seem to have been created for cruising, fishing, rafting riding catamarans and boating. Seas located in the northwest of the country offer cruises for tourists. Numerous lakes are picturesque and pure. Water in these lakes is not merely seemingly pure: you can drink it from lakes of Karelia or from Lake Baikal.

Forests of Central Russia and the Caucasus, taiga of Siberia and the Far East are full of birds and animals. The fact attracts many hunting tourists. There are many areas of the untouched and virginal nature. That is the ecological tours are the best. As opposed to many European countries, when traveling across Russia one can see no people at all for a

long time. An experienced hunter will point out flamingos, pelicans and other rare birds as you enjoy transfer to the fishing resort situated in Astrakhan region in the delta of the Volga river. None of those who are fond of nature will be indifferent to the horse riding in the fabulous region of Altai.

2. *Ответьте письменно на вопросы по тексту.*

- a) What types of tourism are developed in Russia? Why?
- b) Where is cruising, fishing and rafting possible in Russia?
- c) What attracts tourists in the forests of Central Russia?
- d) Where can experienced hunters admire virginal nature?
- e) What makes Russia interesting for foreigners and could stimulate domestic tourism?

3. *Переведите письменно предложения на английский язык, используя лексику текста из Задания 1.*

- a) Туризм в России в настоящее время переживает свой подъём.
- b) Большинство туристических центров России сосредоточено в Санкт-Петербурге и Москве, так как в этих городах расположены самые известные достопримечательности страны.
- c) Туристов привлекает богатое культурное наследие и прошлое России.
- d) Также в России развиты круизы по крупным рекам — Волге, Лене и Енисею, а также путешествия по Транссибирской магистрали (железной дороге, тянущейся от Москвы до Владивостока на берегу Тихого океана).
- e) Одним из главных туристических объектов, притягивающих международных туристов, является уникальное озеро Байкал.
- f) Несмотря на то, что Россия считается одной из стран с самым холодным климатом, в её территорию входят области с умеренным климатом, а города побережья Чёрного и Каспийского морей предлагают летние курорты Черноморского побережья Кавказа.
- g) Несмотря на множество достопримечательностей и быстрое развитие туризма Россия остаётся достаточно сложной страной для посещения, особенно для туристов из Западных стран.

- h) Основной проблемой может стать языковой барьер.
- i) Российская кухня очень богата и многообразна, что объясняется многонациональностью России.
- j) Наиболее известными блюдами, ассоциирующимися с Россией, являются блины, щи, пирожки, пельмени, красная и чёрная икра.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) The crops harvested were so big as to be able to store them and even export part of it.
- b) The secretary was happy to have been invited to the party.
- c) The director didn't like to be interrupted.
- d) It takes character and self - control to understand and forgive.
- e) He seems to have been reading since morning.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) I was quite disappointed at not finding him there.
- b) We intend shipping the goods in May.
- c) Loading heavy weights requires great skill.
- d) He mentioned having read it in the paper.
- e) He apologized for leaving the door open.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) The fifth of June arriving, they departed.
- b) The concert being over, the lottery came next.
- c) The weather being very warm, the closet window was left open.
- d) This being understood, the conference was over.
- e) Having been collected all the materials were sent to the laboratory.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If you had applied this method, you would have got better results.
- b) If they had called at the office yesterday, they would have found me there.
- c) If I had seen him yesterday, I should have told him about it.

- d) If he were here I should speak to him.
- e) If he should come, tell him to wait.

Вариант 14

1. Прочитайте и переведите письменно текст.

TYPES OF TOURISM

The United Nations classified three forms of tourism in 1994, in its "Recommendations on Tourism Statistics": Domestic tourism, which involves residents of the given country traveling only within this country; Inbound tourism, involving non-residents traveling in the given country; and Outbound tourism, involving residents traveling in another country.

Medical tourism is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of traveling across international borders to obtain health care. Such services typically include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. Factors that have led to the increasing popularity of medical travel include the high cost of health care, long wait times for certain procedures, the ease and affordability of international travel, and improvements in both technology and standards of care in many countries.

Cultural tourism is the subset of tourism concerned with a country or region's culture, especially its arts. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. Culture has always been a major object of travel. Heritage, culture and the arts have long contributed to appeal of tourist destination. It is generally agreed that cultural tourists spend more than standard tourists do.

Culinary tourism is valued by tourism industry professionals as one of the most popular niches in the world's tourism industry. Culinary tourism is defined as the pursuit of unique and memorable eating and drinking experiences, according to the International Culinary Tourism Association.

Religious tourism, also commonly referred to as faith tourism, is a form of tourism whereby people of faith travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes.

Another type of tourism is a business trip or official trip, which is a travel or journey caused by business necessities.

Задание 2. Ответьте письменно на вопросы по тексту.

- a) What types of tourism do you know? Give as many examples as you can.
- b) What types of tourism are traditional ones?
- c) What types of tourism are brand new?
- d) What are more popular/less popular? Why?
- e) What factors make medical travel so popular around the world?

3. Переведите письменно предложения на английский язык, используя лексику текста из задания 1.

- a) Туризм стал явлением, которое вошло в наши дни в повседневную жизнь сотен миллионов людей.
- b) В настоящее время в России начинает возрождаться паломничество верующих в святые места.
- c) Туризм – это очень современный вид деятельности, популярность которого возрастает с каждым днём.
- d) Это целая отрасль, индустрия, объединяющая ряд различных организаций и предприятий, занимающихся организацией отдыха туристов и предоставляющих потребителям разнообразные услуги.
- e) Туризм развивает личность, расширяет познавательные горизонты, предоставляет множество видов развлечений и отдыха.
- f) На сегодняшний день виды туризма очень разнообразны и интересны.
- g) Этнический туризм — одно из направлений туризма. Его целью является ознакомление с фольклором, бытом, культурой и языками местных народов.
- h) Социальный туризм — туризм, полностью или частично осуществляемый за счёт бюджетных средств, средств государственных внебюджетных фондов, а также средств работодателей.
- i) Экскурсионный туризм – одно из перспективных направлений, развивающихся наиболее быстро.

- j) Западные компании давно освоили такой вид проведения мероприятий как бизнес – туризм. Выездные конференции, семинары, тренинги – прекрасная возможность совместить приятное с полезным.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) To know all is to forgive all.
- b) You are always the first to arrive.
- c) The book to be read can be bought in any shop.
- d) Some people find it difficult to speak in public.
- e) Nature has many secrets to be discovered yet.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) Would you mind opening the window?
- b) I couldn't help laughing.
- c) Did you find any difficulty in solving this problem?
- d) He felt satisfaction in helping them.
- e) You can't learn English well without practicing every day.

Задание 6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) Having been written the letters were posted to customers.
- b) He being no more heard of, it was natural to forget everything.
- c) And the wind having dropped, they set out to walk.
- d) Having been shown the wrong direction, the travelers soon lost their way.
- e) A teacher seeing a mistake in a student's dictation always corrects it.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If he were in town, he would help us.
- b) If I were you, I should go there immediately.
- c) If I were in his place, I should refuse.
- d) If there were more time, I could finish my article.
- e) If they were happy, they wouldn't quarrel every evening.

Вариант 15

1. Прочитайте и переведите письменно текст.

ECOLOGICAL TOURISM

Ecotourism (also known as **ecological tourism**) is travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler, provides funds for conservation, directly benefits the economic development and political empowerment of local communities, and fosters respect for different cultures and for human rights. Ecotourism appeals to ecologically and socially conscious individuals. Generally speaking, it focuses on volunteering, personal growth and learning new ways to live on the planet. It typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions.

Ecotourism is a conceptual experience, enriching those who delve into researching and understanding the environment around them. It gives us insight into our impacts as human beings and also a greater appreciation of our own natural habitats.

Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation and creation of economic opportunities for the local communities.

Ecotourism is a form of tourism that involves traveling to tranquil and unpolluted natural areas. According to the definition and principles of ecotourism established by *The International Ecotourism Society* (TIES) in 1990, ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people.

There are seven characteristics of ecotourism: it

- involves travel to natural destinations;
- minimizes impact;
- builds environmental awareness;
- provides direct financial benefits for conservation;
- provides financial benefits and empowerment for local people;
- respects local culture;
- supports human rights and demographic movements.

2. Ответьте письменно на вопросы по тексту.

a) What is ecotourism?

b) What are the basic principles of ecotourism?

- c) What measures may minimize the negative aspects of conventional tourism on the environment?
- d) What is natural resource management?
- e) The global ecology movement has been stimulated by a widespread acknowledgement of an ecological crisis of our planet. Why?

3. Переведите письменно предложения на английский язык, используя лексику текста из задания 1.

- a) Экологический туризм - особый сектор туристической отрасли, который подразумевает стремление в первую очередь к общению с природой, познанию ее объектов и явлений, активному отдыху на природе.
- b) Появление экотуризма и его развитие объясняется стремлением свести к минимуму изменения окружающей среды.
- c) Познавая природу, туристы проникаются необходимостью бережного к ней отношения.
- d) Экотуристы стремятся в места с нетронутой природой, но таких на нашей планете остается все меньше.
- e) Объектами экотуризма могут быть как природные, так и культурные достопримечательности, где традиционная культура составляет единое целое с окружающей средой.
- f) При условии грамотного развития экологический туризм может сыграть свою роль в разрешении современного социально-экологического кризиса.
- g) Возрастающий спрос в этом секторе туризма приводит к созданию новых особо охраняемых природных территорий, в первую очередь национальных и природных парков.
- h) На многих территориях экологический туризм может стать отраслью специализации, представляя конкурентоспособную альтернативу разрушающей природу хозяйственной деятельности.
- i) Наша страна обладает обширными территориями с нетронутой природой.
- j) Развитие экологического туризма поможет сохранить природную красоту уникальных территорий Сибири.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) I don't remember when he was not the last to come.
- b) You expect me to criticize the article, but I wouldn't.
- c) Don't expect her to praise your work.
- d) Here is the matter to be solved as soon as possible.
- e) The only way of getting the best of an argument is to avoid it.

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) There is no harm in doing that.
- b) I have not yet received an explanation for their postponing the meeting.
- c) Norman was not aware of your applying for the position.
- d) We have no intention of restricting your right to join any trade union.
- e) We avoided asking her questions.

Задание 6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) The house surrounded by tall trees is very beautiful.
- b) Be careful when crossing a street.
- c) There are many students in our group taking part in all kinds of extra-curricular activities.
- d) A letter sent from St. Petersburg today will be in Moscow tomorrow.
- e) The treaty having been signed, trade was at once resumed.

Задание 7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) Were we on holidays now, we would go to the countryside.
- b) If I knew the subject well, I wouldn't worry about the exam.
- c) If you were luckier, you might get this position.
- d) If I didn't know you, I would not trust you.
- e) I should not have been late yesterday, if my watch had been right.

Вариант 16

1. Прочитайте и переведите письменно текст.

MACARONI PRODUCTS

Italy is generally considered as the original home of macaroni products. Certainly it is the country in which macaroni products have been and are still most popular, but their manufacture and use seem to have started in China or Japan.

Macaroni products are produced from the semolina or hard wheat flour. So they are valuable, cheap and tasty food. They are acceptable and quickly digested. One pound of dried macaroni provides approximately 1,600 calories.

Italy is a country in which macaroni products are most popular. No Italian would doubt the importance of macaroni products.

The main macaroni products are: vermicelli, spaghetti, noodles, specialties and others.

Vermicelli is the macaroni product with the smallest diameter ranging from 1/50 in. to 1/20 in. Italians call the vermicelli “Capelli d’angeli” (Angel’s Hair). Vermicelli is easy to manufacture and dry. Vermicelli is generally cut into length of about 10 in. and then twisted into curls. It is rarely sold straight length.

Spaghetti is the most popular macaroni product with a diameter of about 1/15 in. and a length of 10, 20 or 30 in. Most spaghetti is straight. It is sometimes short cut to about 1 or 2 in. long.

Noodles are solid ribbons with a thickness of about 1/20 in. and of different widths. Narrow noodles are of 1/20 in. Broad noodles may have width up to 1/2 in. and even 1 in. Noodles may be straight scattered or twisted like vermicelli. The length of straight noodles is 10, 20 or 30 in. Twisted noodles are usually about 10 in. Scattered noodles are shorter having length from 4 to 8 in.

Specialties are small solid macaroni products made for soup. They usually have shapes of letters, numbers, stars, melon seeds and others.

2. Ответьте письменно на вопросы по тексту.

- a) What raw materials are usually used for production of macaroni?
- b) In what country are macaroni products most popular?
- c) What kind of macaroni products called spaghetti?
- d) What kind of macaroni products is called noodles?
- e) What kind of macaroni products do we call specialties?
- f) What macaroni products are produced in Russia?

3. Переведите письменно предложения на английский язык, используя лексику текста из Задания 1.

- a) Мы любим макаронные изделия и употребляем их очень часто.
- b) Макароны – это ценный, дешевый и вкусный продукт.
- c) Макаронные изделия производятся из крупчатой муки или из муки твердой пшеницы.
- d) Макароны особенно популярны в Италии.
- e) Италия считается родиной макаронной промышленности.
- f) Именно в Италии макаронное производство развилось рано.
- g) Затем оно проникло в другие страны Европы.
- h) Основные макаронные изделия следующие: вермишель, спагетти, лапша и специальные суповые засыпки.
- i) В России высоко развито макаронное производство.
- j) Ежегодно мы производим тысячи тонн различных макаронных изделий.

4. Переведите предложения на русский язык, обращая внимание на функции инфинитива.

- a) He agreed to buy a new car.
- b) The question is easy to answer.
- c) The man asked me how to get to the airport.
- d) Excuse me, may I ask you a question?
- e) Why did you pretend to eat my hamburger?

5. Переведите предложения на русский язык, обращая внимание на формы и функции герундия.

- a) I can't imagine Peter going by bike.
- b) I look forward to seeing you at the weekend.
- c) Excuse me being late.
- d) He could not help telling the results of the negotiations.
- e) It is worth while having all the data together before discussing them.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) I heard my mother talking on the phone.
- b) My uncle always has his car washed.
- c) We stood waiting for the taxi.
- d) Looking down from the tower we saw many people walking in the streets.

- e) For the moment the shop was empty, the mechanic having disappeared into a room at the back.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- a) If you dive into this river, you will hurt yourself.
b) If the sun shines, the children will play outside.
c) If you helped your grandma, I would do the shopping.
d) Andrew would water the flowers if he stayed at home.
e) If he had come earlier, he would have met Tina.

Вариант 17

1. *Прочитайте и переведите письменно текст.*

MILK AND DAIRY PRODUCTS

For centuries milk has been recognized as an indispensable food for mankind. Milk contains all the food constituents required in the human diet and in essentially the proper proportions. First of all, milk supplies proteins of exceedingly high quality. Milk also supplies amounts of calcium, which is often deficient in the human diet. Besides, milk is an excellent source of the vitamins necessary to health. Milk is used for producing many dairy products, such as cream, butter, cheese, ice-cream, condensed milk, skim milk and fermented milk.

Butter is a highly concentrated fat food and contains very little amount of other milk constituents. Butter contains between 81-84 percent of butterfat, a small amount of salt and less than one percent of proteins. Butter is chiefly a source of energy, supplying 3,410 calories per pound. In addition, butter is an excellent source of vitamin A.

Cheese consists of a concentration of the milk solids chiefly casein and butter fat. It the cheapest source of animal protein which is used for human food. Besides, cheese is an excellent source of calcium, phosphorus and other minerals.

Ice-cream is produced of milk and cream. All the constituents of milk are present in ice-cream in concentrated form. Ice-cream contains 60-69 per cent of water. It contains sugar. It may be added to such materials as eggs, gelatin, fruits, nuts, chocolate and others which add to it food value. Thus, ice-cream contains a rich supply of the food nutrients.

Condensed milk and dry milk contain all the food constituents of milk in a highly concentrated form.

Skim milk contains all the solids of milk excepting the butter fat. Skim milk is an excellent source of animal protein of high quality and the minerals-calcium and phosphorus. It contains some proportion of lactose. Skim milk is an excellent food for man and for young growing animals.

Fermented milks are produced from the whole milk by using special microorganisms. The principal product formed in the fermentation is lactic acid. Most of the fermented milks are considered to be especially healthful. Some of them contribute desirable types of bacteria which compete with undesirable bacteria which are in intestinal tract and which produce toxic products.

2. *Ответьте письменно на вопросы по тексту.*

- a) What is milk?
- b) What dairy products are produced of milk?
- c) What does butter contain?
- d) What is cheese?
- e) What varieties of milk are produced in Russian plants?

3. *Переведите письменно предложения на английский язык, используя лексику текста из Задания 1.*

- a) Молочные продукты богаты жирами, белком и минеральными солями.
- b) Мы знаем, что пастеризация молока применяется для разрушения всех микроорганизмов, находящихся в нем.
- c) Молоко улучшает качество хлеба.
- d) Молоко легко обезжиривается, если пропустить его через сепаратор.
- e) Сыр производится из молока.
- f) Известно, что масло производят из сливок.
- g) Соль добавляют в масло, чтобы продлить сохранность качества и придать приятный аромат.
- h) Соль, используемая в масле, должна быть чистой и мелкой.
- i) Я считаю, что это молоко слишком кислое для кипячения.
- j) Это масло слишком прогорклое, чтобы использовать его в тесте.

4. *Переведите предложения на русский язык, обращая внимание на функции инфинитива.*

- a) We decided to run through the forest.

- b) The teacher expected Sarah to study hard.
- c) I learned to ride the bike at the age of 5.
- d) Don't worry. I'll remember to call you tonight.
- e) They invited me to come.

5. *Переведите предложения на русский язык, обращая внимание на формы и функции герундия.*

- a) She doesn't mind working the night shift.
- b) Are you thinking of visiting London?
- c) Do you think it's worth buying it?
- d) There is high probability of their being invited to the congress as special guests.
- e) We'll probably think of trying another approach in this matter.

6. *Переведите предложения на русский язык, обращая внимание на формы и функции причастия.*

- a) Everybody looked at the dancing girl.
- b) The little plump woman standing at the window is my grandmother.
- c) The man playing the piano is Kate's uncle.
- d) A fish taken out of the water cannot live.
- e) The sun having set an hour before, it was getting darker.
- f) Taking a dictionary, he began to translate the text.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- a) Richard will walk to school if he misses the bus.
- b) Emily will buy the cola if you pack the picnic basket.
- c) If she had 5 pounds more, she would buy herself this T-shirt.
- d) If they offered me the job, I would take it.
- e) If I had seen you, I would have talked to you.

Вариант 18

1. *Прочитайте и переведите письменно текст.*

TEA

Tea is the most popular beverage of the peoples of China, Japan, Russia and Great Britain. It is made from the dried leaves of the cultivated tea-plant.

The tea-plant is an evergreen shrub which, when wild, may grow to the height of thirty feet. But when under cultivation it is so trained and pruned, that it is generally not more than four or five feet high.

The plant is not raised from slips, but from the seed. The leaves are good for plucking when the tea-plant is three years old, and it yields the largest quantity of leaves when it has reached the age of eight years.

There are many names for different kinds of tea: but there is only one kind of tea-plant. The difference in the quality and character of the leaves arise from the different soils the plant may be grown in, the different climates that play upon it, the different times at which the leaves are picked and the different ways in which the leaves are “cured” or dressed.

The tea-plant grows in a most soil-commonly stony or at the foot of mountains and rocks, which face the South.

The first picking takes place in the month of April. It consists of very young leaves and of buds just beginning to burst into leaves. These very young leaves give a tea of the finest quality. The little shrubs quickly put out leaves again; and the second picking takes place in May. This is the crop, which combines the best quality with the largest quantity of leaves and is, therefore the most important crop of the year.

The third crop is picked about in the middle of June, but the leaves from this crop are much coarser and of inferior quality. The fourth crop is gathered in August or September; and these leaves are large and coarse, have a bitter and woody flavour.

There are two basic kinds of tea: Black and Green. They could be produced from the same bush, for it is the method used to treat leaves after picking that makes the tea different.

Tea should be kept tightly covered and should not be exposed to quick changes of temperature. It absorbs odour readily.

Black – A fermented tea, in which the leaves are withered immediately after picking. Then the leaves are rolled so as to liberate the juices and start fermentation. The leaves are rolled again and are “fired” or dried to drive out all moisture and stop the fermentation. In this process the leaves, which were green when picked and copper-coloured after fermenting, turn black. Black tea is the most popular type.

Green – An unfermented tea, sterilized in live steam or hot pans to destroy the oxidizing agents in the leaf. Then it is rolled and “fired”. The liquor from these leaves is light amber green, with delicate flavour.

2. Ответьте письменно на вопросы по тексту.

- a) What is tea?
- b) What raw material is used for making tea?
- c) Is tea cultivated in Russia?
- d) In what part of Russia is tea grown?
- e) How many crops do tea shrubs yield a year?
- f) Which crop of tea-leaves yield the best quality tea?

3. *Переведите письменно предложения на английский язык, используя лексику текста из Задания 1.*

- a) Чай – это безалкогольный напиток (soft drink).
- b) Чай изготавливается из сухих листьев чайного куста.
- c) Родиной чая считают Китай.
- d) Чай выращивается в Грузии.
- e) Чайные кусты дают наибольшее количество листьев, когда им 8 лет.
- f) Чайный лист собирают 4 раза в год – в апреле, мае, июне и августе.
- g) Из листьев первого урожая изготавливается чай высшего сорта.
- h) Наибольшее распространение имеют чёрные, а за ними зелёные чаи.
- i) Россия также импортирует чай из других стран – Англии, Индии, Китая, Цейлона и др.
- j) Из заграничных чёрных чаев широко известны китайские, цейлонские и индийские.

4. *Переведите предложения на русский язык, обращая внимание на функции инфинитива.*

- a) We decided to buy a new car.
- b) They've got some work to do.
- c) He'd like to fly an aeroplane.
- d) The plan of our work will be discussed at the meeting to be held on May 25.
- e) To walk in the garden was a pleasure.
- f) Jane remembered to have been told a lot about Mr. Smith.

5. *Переведите предложения на русский язык, обращая внимание на формы и функции герундия.*

- a) Peter gave up smoking.
- b) I enjoy writing picture postcards.

- c) They objected to the talks being held without all the parties represented.
- d) Do you think it's worth while beginning this project without waiting for the confirmation to arrive?
- e) Such result may be accounted for by their having started the experiment in the middle of the year.

6. Переведите предложения на русский язык, обращая внимание на формы и функции причастия.

- a) Being busy, he postponed his trip.
- b) Having been shown the wrong direction, the travellers soon lost their way.
- c) The room facing the garden is much more comfortable than this one.
- d) Having descended the mountain they heard a man calling for help.
- e) The weather being cold, he put on his overcoat.

7. Переведите предложения на русский язык, обращая внимание на типы условных предложений.

- a) If the weather is fine, we shall play outside.
- b) If you ring me up, I shall tell you something.
- c) You would have summer holidays from June till August if you lived in the USA.
- d) We would sell the bike for 20 Euros if Ron repaired it.
- e) If it had been warmer, we would have gone swimming.

Вариант 19

1. Прочитайте и переведите письменно текст.

POTATOES

The white or Irish potato is one of the most important food plants of the world. It was brought to Europe from America. The potato was introduced into Europe soon after 1580 by the Spaniards and by the end of the seventeenth century it had spread all over Europe and the British Isles.

The potato is an erect, branching, more or less spreading annual from 2 or 3 ft. in height. The flowers are white, yellow or purple, while the fruit is a small brownish green or purple inedible berry.

Potatoes are adapted to many soils and many climates. In fact they are grown the world over, except in low tropical regions. Cool moist climate, with a mean annual temperature of 29°C and a rich light soil are favourable for potato growing.

Uniform moisture during the time of tuberization plays an important role in determining the number of tubers formed. Uniform moisture after tuber formation is an important factor in determining the development of tubers, especially their size, smoothness and shape.

Potato crops are classified according to time of harvest as early, intermediate and late.

The late or main crop comprises about 80 per cent of the total production. Approximately two-thirds of the quantity is stored in autumn for the use during winter and spring. The late potato is therefore of much greater economic importance than the early and intermediate crops. The late crop is grown chiefly in the northern regions of Russia because of favourable climatic and soil conditions. The late crop potato is raised for consumption and for seed stock.

Potato is used as food not only for people but as fodder for animals too. Besides, potato is an industrial crop and is used as a raw material for production of starch and alcohol.

Harvesting. The date of digging potatoes should be influenced largely by the condition of the crop. The tops should be dead and the tubers should be thoroughly hardened so that the skin will not peel easily. Potatoes should be picked up within a few minutes after digging and placed in the shade when they are dug during hot weather. Potatoes exposed to bright sunshine will rot quickly in storage.

More attention needs to be given to the prevention of mechanical injuries at the time of harvest. Skinned bruised or cut tubers will shrink more rapidly than sound ones. Also, disease – producing organisms may enter injured potatoes and cause decay. Allowing potatoes to mature before digging will help to prevent mechanical injury.

Notes: low tropical regions - самые тропические районы (широты) с низким

барометрическим давлением

uniform moisture - равномерное количество влаги

adequate moisture - достаточное количество влаги

the set - структура, плотность, форма

prevention of mechanical injuries - предохранение от механических повреждений

2. *Ответьте письменно на вопросы по тексту.*

- a) What is potato?
- b) Where was potato originally cultivated?
- c) Who brought potato to Europe?
- d) What conditions are favourable for potato growing?
- e) How are potato crops classified?
- f) What is produced of potato?

3. *Переведите письменно предложения на английский язык, используя лексику текста из задания 1.*

- a) Картофель – это продовольственная культура.
- b) Картофель в России выращивается в большом количестве.
- c) Картофель используется как продукт питания не только для людей, но и как корм для скота.
- d) Картофель является также технической культурой.
- e) Он используется для производства крахмала и спирта.
- f) Картофель классифицируется в зависимости от времени уборки его: ранний сорт, средний сорт и поздний сорт.
- g) Поздний сорт составляет примерно 80% общей продукции.
- h) Лучше всего картофель следует убирать, когда ботва уже сухая.
- i) Картофель, предназначенный для хранения, должен быть здоровым.

4. *Переведите предложения на русский язык, обращая внимание на функции инфинитива.*

- a) He proved to be one of the cleverest students at our Institute.
- b) He knew himself to be strong enough to take part in the expedition.
- c) To see is to believe.
- d) He is sure to enjoy himself at the disco.
- e) To tell you the truth, this company has a very stable position in the market.

5. *Переведите предложения на русский язык, обращая внимание на формы и функции герундия.*

- a) He talked without stopping.
- b) Some people can walk all day without feeling tired.
- c) Living in little stuffy rooms means breathing poisonous air.
- d) Iron is found by digging in the earth.

- e) There are two ways of getting sugar: one from beet and the other from sugar-cane.

6. *Переведите предложения на русский язык, обращая внимание на формы и функции причастия.*

- f) He saw his friend going out with Sue.
g) The bus crashed into the blue car driving down the hill.
h) Peter hurt his leg doing karate.
i) The umbrella found at the bus stop belongs to John Smith.
j) And the wind having dropped, they set out to walk.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

- a) Fred will answer the phone if his wife has a bath.
b) If Claire wears this dress at the party, our guests will not stay any longer.
c) If the steak was not so hot, we would eat it.
d) What would you do if it rained?
e) If he had not failed his driving test, his parents would have lent him their car.

Вариант 20

1. *Прочитайте и переведите текст.*

PRODUCTS AND BRANDS

What is a product?

Marketing theorists tend to give the word products very broad meaning, using it to refer to anything capable of satisfying a need or want. Thus services, activities, people (politicians, athletes, film stars), places (holiday resorts), organizations (hospitals, colleges, political parties), and ideas, as well as physical objects offered for sale by retailers, can be considered as products. Physical products can usually be augmented by benefits such as customer advice, delivery, credit facilities, a warranty or guarantee, maintenance, after-sales service, and so on.

Brand name

Some manufacturers use their name (the 'family name') for all their products, e.g. Philips, Colgate, Yamaha. Others, including Unilever and Procter & Gamble, market various products under individual brand names, with the result that many customers are unfamiliar with the name

of the manufacturing company. The major producers of soap powders, for example, are famous for their multi-brand strategy which allows them to compete in various market segments, and to fill shelf space in shops, thereby leaving less room for competitors. It also gives them a greater chance of getting some of the custom of brand-switchers.

Product lines & Product mixtures

Most manufacturers produce a large number of products, often divided into product lines. Most product lines consist of several products, often distinguished by brand names, e.g. a range of soap powders, or of toothpastes. Several different items (different sizes or models) may share the same brand name. Together, a company's items, brands and products constitute its product mix. Since different products are always at different stages of their life cycles, with growing, stable or declining sales and profitability, and because markets, opportunities and resources are in constant evolution, companies are always looking to the future, and re-evaluating their product mix.

Line-stretching & Line-filling

Companies whose objectives include high market share and market growth generally have long product lines, i.e. a large number of items. Companies whose objective is high profitability will have shorter lines, including only profitable items. Yet most product lines have a tendency to lengthen over time, as companies produce variations on existing items, or add additional items to cover further market segments. Additions to product lines can be the result of either line-stretching or line-filling. Line-stretching means lengthening a product line by moving either up-market or down-market, i.e. making items of higher or lower quality. This can be carried out in order to reach new customers, to enter growing or more profitable market segments, to react to competitors' initiatives, and so on. Yet such moves may cause image problems: moving to the lower end of a market dilutes a company's image for quality, while a company at the bottom of a range may not convince dealers and customers that it can produce quality products for the high end. Line-filling - adding further items in that part of a product range which a line already covers - might be done in order to compete in competitors' niches, or simply to utilize excess production capacity.

2. Письменно ответьте на вопросы.

- a) Why do the big soap powder producers have a multi-brand strategy?

- b) Why do companies' product mixes regularly change?
- c) What factors influence the length of companies' product lines?
- d) What are the potential dangers of line-stretching?
- e) Why might companies undertake line-filling?

3. *Найдите в тексте слова и выражения, которым соответствуют следующие определения.*

- a) the possibility of paying for a product over an extended period;
- b) a promise by a manufacturer or seller to repair or replace defective goods during a certain period of time;
- c) a surface in a store on which goods are displayed;
- d) consumers who buy various competing products rather than being loyal to a particular brand;
- e) the standard pattern of sales of a product over the period that it is marketed;
- f) the extent to which an activity provides financial gain;
- g) possibilities of filling unsatisfied needs in sectors in which the company can produce goods or services effectively;
- h) the sales of a company expressed as a percentage of total sales in a given market;
- i) the set of beliefs that the public at large holds of an organization;
- j) a small, specialized, but profitable segment of a market.

4. *Переведите предложения на русский язык, обращая внимание на функции инфинитива.*

- a) I felt him put his hand on my shoulder.
- b) This writer is said to have written a new novel.
- c) They watched the boy cross the street.
- d) To advertise in magazines is very expensive.
- e) My parents wanted me to be home at 11 o'clock.

5. *Переведите предложения на русский язык, обращая внимание на формы и функции герундия.*

- a) Avoid making silly mistakes.
- b) I dream about building a big house.
- c) In dealing with statistical data it is necessary to have all the factors involved.
- d) Would you mind our taking part in the discussion?

e) The manager insisted on all the employees getting bonuses.

6. *Переведите предложения на русский язык, обращая внимание на формы и функции причастия.*

a) The people drove off in a stolen car.

b) A person taking a sun-bath must be very careful.

c) The dress bought at the department store was very beautiful.

d) The people dancing in the street are all very friendly.

e) The weather having changed, we decided to stay where we were.

7. *Переведите предложения на русский язык, обращая внимание на типы условных предложений.*

a) If we surf the Internet, we will find a lot of information about Loch Ness.

b) If we send an invitation, our friends will come to our party.

c) If you used a pencil, the drawing would be perfect.

d) The children would be happy if he taught them English.

e) If my uncle had told me the way to his office, I would not have arrived so late.

5. САМОСТОЯТЕЛЬНАЯ РАБОТА СТУДЕНТОВ

Дополнительные задания

для студентов 1 курса со сроком обучения 5,5 и 6 лет

Выполнить устный перевод 10 текстов по выбору студента. Тексты выбираются из банка заданий контрольной работы №1, задания №1 – 20

Дополнительные задания

*для студентов 2 курса со сроком обучения 5,5 и 6 лет
и 1 курса со сроком обучения 3,5 и 4 года.*

Прочитать и перевести все тексты из других вариантов контрольной работы №2 для данного направления подготовки (всего 4 текста).

Составить опорный конспект текстов и подготовиться к беседе по изученному материалу

6. СПИСОК ИСПОЛЬЗУЕМОЙ ЛИТЕРАТУРЫ

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2. Английский язык для экономических специальностей: учебник для вузов / Г.С.Пшегусова, Л.Л.Андреева, Н.Д.Гребенникова, Н.В.Млодзинская. – 2-е изд. – М.: Академцентр: Дашков и К, 2012. – 279 с.
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5.2. Дополнительная литература

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ИНОСТРАННЫЙ ЯЗЫК

Программа, методические указания и задания
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