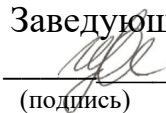


Федеральное государственное бюджетное образовательное учреждение  
высшего образования  
«Сахалинский государственный университет»

Кафедра иностранного языка и страноведения

УТВЕРЖДЕН  
на заседании кафедры  
«\_\_16\_\_» \_\_\_\_\_ июня \_\_\_\_\_ 2022 г.,  
протокол № \_\_12\_\_  
Заведующий кафедрой  
 Корнеева И.В.  
(подпись) (инициалы, фамилия)

**ФОНД  
ОЦЕНОЧНЫХ СРЕДСТВ  
ПО ДИСЦИПЛИНЕ (МОДУЛЮ)**

Б1.О.01 «Деловой иностранный язык»

**Направление подготовки**

05.04.06 Экология и природопользование

(код и наименование направления подготовки)

**Наименование**

Геоэкология

(наименование направленности (профиля) образовательной программы)

**Уровень высшего образования**

МАГИСТРАТУРА

Южно-Сахалинск, 2022

# **1. Формируемые компетенции и индикаторы их достижения по дисциплине (модулю)**

Коды компетенции	Содержание компетенций	Код и наименование индикатора достижения компетенции
УК-4	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	<p><b>УК-4.1</b>  <b>Знать:</b> Нормы и правила оформления деловой документации (отчеты, техническую документацию) и переписку, принятую в зарубежных странах.</p> <p><b>УК-4.2</b>  <b>Уметь:</b> Извлекать необходимую информацию из иноязычных источников в типичных ситуациях профессионально-делового общения; переводить информацию профессионально-делового характера;  Писать краткие сообщения, отчеты, инструкции, вести деловую переписку на экономические темы;  Распознавать и употреблять в устных и письменных высказываниях основную терминологию своей специальности, лексику, характерную для профессионального общения.</p> <p><b>УК-4.3</b>  <b>Владеть:</b> опытом написания несложной деловой документации и ведения деловой переписки, характерной для ситуаций профессионально-делового общения;  Опытом использования возможностей информационных технологий как важнейшего средства формирования профессиональной компетенции в области делового общения современного специалиста (работа с иностранными поисковыми сайтами, страницами зарубежных профессиональных сообществ и вузов, электронными энциклопедиями, пользование электронной почтой на иностранном языке)</p>

## 2. Паспорт фонда оценочных средств по дисциплине (модулю)

№ п/п	Раздел дисциплины/ темы	Виды учебной работы (в часах)					Формы текущего контроля успеваемости, промежуточной аттестации
			контактная				
		семестр	Лекции	Практические занятия	Лабораторные занятия	Самостоятел ьная работа	
	Unit1. Careers	1	10	10	-	12	Discussion ideas about careers, reading “10 ways to improve your career”, listening, telephoning, and choosing the best candidate for the job, writing e-mail.
	Unit 2. Selling online	1	10	10	-	12	Discussion, reading, listening, talking, about buying & selling, negotiating (reaching agreement), writing a business letter.
	Unit 3. Companies	1	10	10		12	Discussion, reading, listening, talking, presenting the company, writing the investment plan, proposal document.
	Revision Unit A.	1	4	6		12	Revision of the previous units
	Экзамен						ЭКЗАМЕН
	Итого:		34	28		48	Экзамен 26 ч.

## 3. Оценочные средства и иные материалы, необходимые для проверки знаний, умений и навыков

### Вопросы к экзамену:

1. What motivation theories do you know? Rank your motivating needs, and speak on times when you felt motivated or demotivated.
2. Speak on the five styles for handling conflict. Which one is more natural for you?
3. Time pressure: past and present. Why is time pressure now a common experience?

4. Speak on your ideal balance of work and leisure time. How might you like to change your current situation?
5. Speak on financial crises: their causes, predictability, risks and characteristics.
6. Describe what happens during a financial crisis.
7. Speak on the most relevant and operational criteria for building a target market.
8. Speak on the statement that local knowledge is necessary for a company to enter new international markets?
9. Speak on threats and opportunities of job insecurity.
10. Speak on the benefits and drawbacks of a recent change in your life.
11. Speak on a successful project.
12. Speak on the most and least important things for you in a job.
13. Speak on advantages and disadvantages of speed networking.
14. Speak on the security measures and describe what they are for.
15. Give a short welcome speech to a group of first-time visitors to your place of work or study.
16. Change in family roles and gender relations is the main explanation of the shortage of family time.
17. Which need is connected with creativity?
18. Which need is connected with getting on well with people?
19. Which need is connected with the essential things people need to stay alive?
20. Which need includes being noticed by others?
21. What are the challenges of conflict for the team leader?
22. Why does it take longer to resolve conflict in virtual teams?
23. Why is groupthink negative?
24. When can conflict be negative?
25. What is the effect of negative conflict?
26. What different things are part of culture?

27 .What is the main difference between Eastern and Western people in how they see the world around them?

28. How do cultural differences affect the way business is done in different countries?

29. What should a company pay attention to when entering different international markets?

30. What are the two advantages of combining a physical and virtual working environment?

1. Вопросы к экзамену:

- Speak about the main reasons for going to business conferences.
- What are the main topics for the discussion on the conferences?
- What should you do to keep the conversation going?
- Speak about the rules of the telephone conversation.
- What is a voice mail message? Do you know the rules of leaving the voice message?
- When you take part in meetings in English it's easy to lose track of what people are saying. What do you generally find the hardest to understand?
- What is a briefing meeting?
- Now we all is working harder then we used to. Do you agree or disagree with this?
- How pressured do you feel at work? Speak about the reasons and the level of pressure you have.
- What percentage of the time at work do you spend on the phone? How many of the phone calls do you make and receive are essential?
- What words and phrases do we use in order to sound politely?
- Are you good at making quick decisions or are you a more methodical thinker?
- What kind of decisions do you have to make at work? What's the hardest decision you've ever made?
- Speak about the stages of the decision making process.

- How big is the company you work for? Given the choice would you prefer to work in a big or a small company?
- What kind of companies would be successful in future?
- How culturally aware are you?
- Do you prefer e-mail to picking up the phone? Do you set aside a particular time to check your e-mail?
- Do you use different styles for writing e-mails compared to letters and faxes? Are there any rules to writing e-mails?
- Think about successful talks you've been to in the past. What made them so successful? Make up the list of elements that make the good presentation.
- How is speaking to the audience is different to speaking to a group of friends?
- Speak about the interruption strategies. What is the most effective way to prevent the interruption?
- What kinds of documents cross your desk in a typical day? Do you have paperwork problems?
- What kinds of business letters do you know? Speak about the rules of writing business letters.
- How good are you at solving problems? Where and when do you have your best ideas?
- Speak about the problem-solving techniques.
- What sort of everyday problems do you face at work?
- What types of messages do you know? How should you deal with messages?
- Do you know how to negotiate?
- What style do you prefer in negotiating: diplomatic approach or straight talking?
- What expressions do we use when negotiate?
- Do you know the rules of writing an application form?
- Speak about the writing the resume.

- Speak about the rules of taking an interview.

**Практическое задание 1. Вставьте нужный артикль, где необходимо:**

- 1 “ ..... reliability of our machines is very high” - Mr. Adams said.
- 2 Our firm have sent ..... enquiry to Bond & Co this week.
- 3 The latest model of German computers meet ..... highest world standard.
- 4 “We hope our future business relations will be of ..... mutual benefit” - Mr. Parker stressed.
- 5 The Buyer wanted ..... guarantee period to be extended by 2 and 4 months respectively.
- 6 It was ..... trial order with that company that’s why the British representative asked to extend the guarantee period.

**Практическое задание 2. Выберите соответствующее английское слово.**

**Соглашение:**

equipment, agreement, disposal, appointment

**Заявление:**

promising, effort, application, obligation

**Переговоры:**

entrepreneur, reliability, negotiations, environment

**Быть на месте:**

to find out, to be in, to tell, to be out

**Прибывать:**

to return, to travel, to arrive, to talk

**Практическое задание 3.**

**Прочитайте и переведите текст.**

### **Organizational structure**

Every organization made up of more than one person will need some form of organizational structure.

The way in which a company is organized can be illustrated for a packaging company. The company will be owned by shareholders that choose directors to look after their interests. The directors then appoint managers to run the business on a day-to-day basis. The Managing Director has the major responsibility for running of the company, including setting company targets and keeping an eye on all departments.

The Distribution Manager is responsible for controlling the movement of goods in and out of the warehouse, supervising drivers and overseeing the transport of goods to and from the firm.

The Production Manager is responsible for keeping a continuous supply of work flowing to all production staff and also for organizing manpower to meet the customers' orders.

The Sales Manager is responsible for making contact with customers and obtaining orders from those contacts.

The Company Accountant controls all the financial dealings of the company and is responsible for producing management accounts and financial reports. Other organizations will have different structures. For example most organizations will have a marketing department responsible for market research and marketing planning. A customer services department will look after customer requirements. A human resources department will be responsible for recruitment and selection of new employees, employee motivation and a range of other people focused activities. In addition there will be a number of cross-functional areas such as administration and Information Technology departments that service the functional areas of the company. These departments will provide back up support and training.

Organizations are structured in different ways:

1. by function as described above,
2. by regional area - a geographical structure e.g. with a marketing manager North, marketing manager South etc.,
3. by product e.g. marketing manager crisps, marketing manager drinks, etc.,
4. into work teams, etc.,

Reporting in organizations often takes place down the line. An employee might be accountable to a supervisor, who is accountable to a junior manager, who is then accountable to a senior manager - communication and instructions can then be passed down the line.

### **1. Соотнесите слова и их определения.**

- |                |  |
|----------------|--|
| 1. shareholder | a. someone whose job is to manage part or all of a company or other organization |
| 2. market      | b. someone who owns shares in a company or business                              |
| 3. accountant  | c. the job of hiring people  |
| 4. recruitment | d. a place to buy and sell things  |
| 5. manager     | e. someone whose job is to keep and check financial accounts                     |

### **2. Переведите следующие слова и выражения на английский язык.**

- |                               |              |
|-------------------------------|--------------|
| 1. руководитель отдела продаж | 6. назначать |
|-------------------------------|--------------|



- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| 2. начальник отдела сбыта         | 7. отдел информационных технологий    |
| 3. рабочая группа                 | 8. отдел обслуживания клиентов        |
| 4. руководитель отдела маркетинга | 9. начальник производственного отдела |
| 5. акционер                       | 10. получать заказы                   |

### **3. Переведите следующие слова и выражения на русский язык.**

- |                            |                               |
|----------------------------|-------------------------------|
| 1. provide back up support | 6. organisational structure   |
| 2. employee                | 7. work teams                 |
| 3. senior manager          | 8. shareholder                |
| 4. junior manager          | 9. human resources department |
| 5. set company targets     | 10. market research           |

### **4. Выберите правильный вариант ответа.**

1. ....controls all the financial dealings of the company.  
a) Senior Manager   b) Accountant   c) Sales Manager
  
2. The ..... is responsible for keeping a continuous supply of work flowing to all production staff.  
a) Production Manager   b) Sales Manager   c) Distribution Manager
  
3. The ..... has the major responsibility for running of the company.  
a) Distribution Manager   b) Managing Director   c) Production Manager
  
4. A human resources department is responsible for recruitment of new .....  
a) employers   b) directors   c) employees
  
5. A marketing department is responsible for .....  
a) recruitment   b) market research   c) promotion

### **5. Ответьте на вопросы.**

1. What is organizational structure?
2. Who are directors chosen by?
3. What is the function of a human resources department?
4. What are the main departments needed for a company to function properly?
5. What department is responsible for servicing the functional areas of the company?

**Ответьте на письмо, используя нижеприведенные задания. Используйте раздел «Полезные фразы для написания письма» приведенный в конце**

**пособия. При написании ответа используйте нижеприведенное письмо в качестве образца.**

You are a Director of Sales department. One of your salesmen sent you a request for promotion to the position of a sales manager. Your task is:

- a) thank Mr. Watkins for his letter;
- b) express Mr. Watkins the idea that you agree with his request to promote him to the position of a sales manager and give reasons for that;
- c) settle the time for meeting in order to discuss all the details.

## **REQUEST FOR PROMOTION**

17.01.2011

Tom Wilson

Electronics ltd.

12 South Street,

Sheffield, UK

125367

Dear Mr. Wilson,

As you know, I am very happy to work and contribute to Electronics ltd. under your authority.

Allow me to mention an opportunity I see for greater profits.

I'm confident that you will agree that my efforts as your salesman have been successful to the company; my sales in dollars for the past year were roughly \$425,000, which far surpassed the \$250,000 goal we anticipated at our year-end meeting twelve months ago.

I would like you to know that I believe I can be of even more benefit to you and Electronics ltd. as your Sales Manager.

Having had four years of experience in selling our computer software, I have gained a clear idea as to what our customers' needs are and how we can meet them. I know how we can increase sales dramatically and I can inspire our sales team to

do precisely that. As your Sales Manager, I truly believe that we can achieve in excess of \$10,000,000 in sales by the year 2012.

I understand that you are a very busy person. I will thus be delighted to meet with you at any time you please to discuss my request.

Cordially,

Dave

Watkins

#### **Практическое задание 4.**

**Прочитайте и переведите текст.**

#### **Market failure**

Pollution can be a simple example of market failure. If costs of production are not borne by producers but are by the environment, accident victims or others, then prices are distorted.

The term "market failure" encompasses several problems which may undermine standard economic assumptions. Although economists categorise market failures differently, the following categories emerge in the main texts.

Natural monopoly, or the overlapping concepts of "practical" and "technical" monopoly, is an extreme case of failure of competition as a restraint on producers. The problem is described as one where the more of a product is made, the greater the unit costs are. This means it only makes economic sense to have one producer.

Information asymmetries arise where one party has more or better information than the other. The existence of information asymmetry gives rise to problems such as moral hazard, and adverse selection, studied in contract theory. The economics of information has relevance in many fields, including finance, insurance, contract law, and decision-making under risk and uncertainty.

Incomplete markets is a term used for a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly. Based on George Akerlof's article, the paradigm example is of a dodgy second hand car market. Customers without the possibility to know for certain whether they are buying a "lemon" will push the average price down below what a good quality second hand car would be. In this way, prices may not reflect true values.

Public goods are goods which are undersupplied in a typical market. The defining features are that people can consume public goods without having to pay for them and that more than one person can consume the good at the same time.

Externalities occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices. For example, air pollution may generate a negative externality, and education may generate a positive externality (less crime, etc.). Governments often tax and otherwise restrict the sale of goods that have negative externalities and subsidize or otherwise promote the purchase of goods that have positive externalities in an effort to correct the price distortions caused by these externalities. Elementary demand-and-supply theory predicts equilibrium but not the speed of adjustment for changes of equilibrium due to a shift in demand or supply.

In many areas, some form of price stickiness is postulated to account for quantities, rather than prices, adjusting in the short run to changes on the demand side or the supply side. This includes standard analysis of the business cycle in macroeconomics. Analysis often revolves around causes of such price stickiness and their implications for reaching a hypothesized long-run equilibrium. Examples of such price stickiness in particular markets include wage rates in labour markets and posted prices in markets deviating from perfect competition.

Macroeconomic instability, addressed below, is a prime source of market failure, whereby a general loss of business confidence or external shock can grind production and distribution to a halt, undermining ordinary markets that are otherwise sound.

Some specialised fields of economics deal in market failure more than others. The economics of the public sector is one example, since where markets fail, some kind of regulatory or government programme is the remedy. Much environmental economics concerns externalities or "public bads".

Policy options include regulations that reflect cost-benefit analysis or market solutions that change incentives, such as emission fees or redefinition of property rights.

### **1. Соотнесите слова и их определения.**

- |                    |  |
|--------------------|--|
| 1. insurance       | a. money provided by a bank or other institution to help buy or do something |
| 2. finance         | b. protection against something bad happening                                |
| 3. decision-making | c. someone who buys goods or services  |
| 4. customer        | d. an advantage, improvement, or help that you get from something            |
| 5. benefit         | e. the process of making important decisions                                 |

### **2. Переведите следующие слова и выражения на английский язык.**

- |                                |   |
|--------------------------------|---|
| 1. рыночная цена               | 6. внешние факторы экономической деятельности |
| 2. совершенная конкуренция     | 7. естественная монополия                     |
| 3. государственный сектор      | 8. рыночная неэффективность                   |
| 4. негибкость цены             | 9. несовершенный рынок                        |
| 5. общественные товары (блага) | 10. издержки производства                     |

### **3. Переведите следующие слова и выражения на русский язык.**

- |                              |                           |
|------------------------------|---------------------------|
| 1. external shock            | 6. business cycle         |
| 2. macroeconomic instability | 7. undermine markets      |
| 3. wage rates                | 8. consumption            |
| 4. information asymmetry     | 9. restraint on producers |
| 5. second hand car market    | 10. good quality          |

### **4. Выберите правильный вариант ответа.**

1. .... is a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly.

- a) business cycle    b) competition    c) incomplete market

2. .... occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices.

- a) emission fees    b) externalities    c) wage rates

3. .... is a prime source of market failure.

- a) macroeconomic instability    b) consumption    c) restraint on producers

4. .... arise where one party has more or better information than the other.

- a) information asymmetries    b) external shocks    c) restraint on producers

5. .... are goods which are undersupplied in a typical market.

- a) private goods    b) personal goods    c) public goods

### **5. Ответьте на вопросы.**

1. When does market failure happen?
2. What is information asymmetry?
3. What is cost-benefit analysis?
4. What are public goods?
5. What is incomplete market?

**Напишите письмо-подтверждение на нижеприведенное письмо.**

You have received goods from your supplier.

- a) write confirmation letter;
- b) confirm receiving the goods;
- c) thank Mr. Farley for goods delivery.

16th March 2010

The Secretary  
Security Inc.  
15, South Street,  
New-York, USA

Dear Mr. Williams,

In accordance with our shipment agreement we have delivered 300 units of our surveillance cameras on 18.04.2011. Please confirm receiving the purchases upon delivery.

Best regards,  
Nick Farley

**Практическое задание 5.  
Прочитайте и переведите текст.**

**Marketing and sales**

Marketing is the process of identifying, anticipating and then meeting the needs and requirements of consumers in order to make a profit. In contrast, selling involves persuading customers that your products or services provide the benefits that they are looking for.

You can therefore see that there is an important difference between marketing and sales. Marketing puts the needs of the customer first. Through market research, it is possible to find out about customer tastes and requirements.

In contrast selling takes place after marketing has helped the business to identify those sorts of goods that customers are looking for. The sales person is convinced that theirs is the best in the market. It is their job to then convince customers that this is the case.

The marketing department of a firm that produces razors like BIC or Gillette carries out research to find out the sorts of shaving developments that their

customers are looking for. They ask customers to tell them what improvements they would like to see to existing products and what new products they would like developing. They test market a range of possible products on customers. As a result of the marketing process they are able to come up with the most suitable products.

Having invested so much in customer focused marketing they must then sell the benefits of the new product developments to customers. This involves advertising and promotion to communicate product benefits. It involves providing the appropriate support literature and direct selling to retail outlets that will stock the new razors. The sales force is effectively selling the benefits of the new products. These benefits were developed as a result of market and product research. Marketing and sales therefore go hand in hand.

Marketing is all about finding out what the customer wants. Selling is all about showing the customer that you can please them by providing them with the products that they want.

Marketing is designed to achieve profitable sales. It involves the use of powerful tools to manipulate the decisions of individuals and of other firms in the private and public sectors. This means that boundaries must be set to define the limits of acceptable behaviour.

Some limitations are imposed on a voluntary basis by firms themselves and by industry-based organisations such as the Advertising Standards Authority. But the law must provide the ultimate source of regulation in areas such as:

consumer protection: laws regulating product safety, honesty in product description and rights to refunds and exchanges;

credit: laws requiring lenders to provide full information about a loan including the Annual Percentage Rate (APR); also giving time for borrowers to change their minds;

information: obligation to disclose information held about consumers;

child protection: age limits for the sale of alcohol and tobacco products; film certification.

Overall the law has to find a balance between the importance of profitable business enterprise and the need to protect consumers from unfair or anti-social marketing activity.

## **1. Соотнесите слова и их определения.**

- |               |  |
|---------------|--|
| 1. marketing  | a. a company, organization, or business  |
| 2. refund     | b. someone who has borrowed money and has not yet paid it all back   |
| 3. enterprise | c. the activity of deciding how to advertise a product   |
| 4. obligation | d. an amount of money that is given back to you if you are not satisfied with the goods or services that you have paid |

5. borrower

for

e. a moral or legal duty to do something

## **2. Переведите следующие слова и выражения на английский язык.**

- |                              |                             |
|------------------------------|-----------------------------|
| 1. продавец                  | 6. продвижение (товара)     |
| 2. разглашать информацию     | 7. реклама                  |
| 3. годовая процентная ставка | 8. торговый персонал        |
| 4. выгодный сбыт             | 9. защита прав потребителей |
| 5. магазин розничной продажи | 10. маркетинговый отдел     |

## **3. Переведите следующие слова и выражения на русский язык.**

- |   |                                |
|---|--------------------------------|
| 1. to manipulate the decisions of individuals | 6. product safety              |
| 2. private and public sectors                 | 7. loan                        |
| 3. to make a profit                           | 8. market and product research |
| 4. limitations                                | 9. to change mind              |
| 5. industry-based organisations               | 10. to use powerful tools      |

## **4. Выберите правильный вариант ответа.**

1. .... is the process of identifying, anticipating and then meeting the needs and requirements of consumers.

- a) refund                      b) product safety                      c) marketing

2. Communicating product benefits includes ..... and promotion.

- a) product research                      b) advertising                      c) product safety

3. Marketing involves the use of powerful tools to ..... the decisions of individuals.

- a) manipulate                      b) change                      c) encroach

4. The ..... is effectively selling the benefits of the new products.

- a) marketing                      b) sales force                      c) promotion

5. The job of ..... is to convenience customers.

- a) sales person                      b) manager                      c) consumer

## **5. Ответьте на вопросы.**



1. What is marketing?
2. What is sales force?
3. What should be done to increase sales?
4. What limitations are provided by the ultimate source of regulation?
5. What is the job of a sales person?

**Выразите свою точку зрения.**

1. Does advertisement influence people? Whom is advertisement aimed at? Why?
2. What TV commercial can you watch on TV every day? What goods / services are advertised more frequently than others? What is your favourite TV commercial? Why?
3. You are the Marketing Manager of a clothes producing company. Think of an advertisement campaign that you can launch to advertise your clothes.

**Выразите свою точку зрения  
При ответе используйте фразы:**

To my mind ...	In my experience ...
In my opinion ...	As far as I understand ...
On the one hand, ...on the other hand	From my point of view ...
If my memory serves me right ...	If I am not mistaken ...
It seems to me that ...	Personally, I think ...
My personal view is that ...	I am sure/certain/convinced that ...
The fact is that ...	This proves that ...
It is obvious that ...	There is no doubt that ...

**Составьте резюме потенциального кандидата на приведенное ниже рекламное объявление.**

<p align="center"><b>Computer Sales Ltd</b>  <i>is looking for a dynamic</i>  <b>SALES MANAGER</b></p>
<p>If your qualifications include:</p> <ul style="list-style-type: none"> <li>- University degree in Economics or Management</li> <li>- Fluent English, Spanish is a plus</li> </ul>

- Computer literate
- Working experience in sales or marketing
- Ability for teamwork, communicative skills

Please send your resume to [hh.compsales.com](mailto:hh.compsales.com),  
attn. Mary Recruiter

**Практическое задание 6.**  
**Прочитайте и переведите текст.**

**Price**

In ordinary usage, price is the quantity of payment or compensation given by one party to another in return for goods or services.

In all modern economies, the overwhelming majority of prices are quoted in (and the transactions involve) units of some form of currency. Although in theory, prices could be quoted as quantities of other goods or services this sort of barter exchange is rarely seen.

Price can sometimes alternatively refer to the quantity of payment requested by a seller of goods or services, rather than the eventual payment amount. This requested amount is often called the asking price or selling price, while the actual payment may be called the transaction price or traded price. Likewise, the bid price or buying price is the quantity of payment offered by a buyer of goods or services,

although this meaning is more common in asset or financial markets than in consumer markets.

Economists sometimes define price in a more general or abstract sense to the widely understood definition above. According to this view, price is defined as the ratio between the quantity of goods that are exchanged for each other in a transaction.

For example, consider the case of two people exchanging goods, say 5 apples for 2 loaves of bread. An economist might say that the price of apples was  $2/5 = 0.4$  loaves of bread. Likewise, the price of bread would be  $5/2 = 2.5$  apples. Hence if we consider that currency is simply another type of good like apples or bread, then this conception forms the general case of the widely held definition outlined above.

However it is far from clear that this generalisation serves any useful purpose at all. As noted above, in all real economies prices are virtually always quoted in (and transactions always involve) units of currency. Hence, an alternative view is that the most basic and general definition of price is that involving exchange of goods or services for money, and that the exchange ratio between two goods is simply derived from the two individual prices.

The exchange ratio is sometimes referred to as the real price, while the price quoted in money referred to as the nominal price.

This distinction is sometimes made to make sense of inflation. When all prices are quoted in terms of money units, and the prices in money units change more or less proportionately, the ratio of exchange may not change much. In the extreme case, if all prices quoted in money change in the same proportion, the relative price remains the same.

It is now becoming clear that the distinction is not useful and indeed hides a major confusion. The conventional wisdom is that proportional change in all nominal prices does not affect real price, and hence should not affect either demand or supply and therefore also should not affect output. The new criticism is that the crucial question is why is there more money to pay for the same old real output. If this question is answered, it will show that dynamically, even as the real price remains exactly the same, output in real terms can change, just because additional money allow additional output to be traded. The supply curve can shift such that at the old price, the new higher output is sold. This shift if not possible without additional money.

From this point of view, a price is similar to an opportunity cost, that is, what must be given up in exchange for the good or service that is being purchased. For example, if  $x=1$  and  $y=2$ , the relative price of  $x$  in terms of  $y$  is 2, and the price of  $y$  in terms of  $x$  is 0.5.

## **1. Соотнесите слова и их определения.**

- |                |   |
|----------------|---|
| 1. output      | a. an amount of money that must be paid |
| 2. transaction | b. the amount of goods or work          |

- |            |   |
|------------|---|
| 3. buyer   | produced  |
| 4. payment | c. what you earn by working and can use to buy things             |
| 5. money   | d. a business deal or action, such as buying or selling something |
|            | e. someone who buys something                                     |

## 2. Переведите следующие слова и выражения на английский язык.

- |                               |                          |
|-------------------------------|--------------------------|
| 1. стоимость упущенной выгоды | 6. потребительский рынок |
| 2. продавец                   | 7. товары и услуги       |
| 3. первоначальная цена        | 8. номинальная цена      |
| 4. цена продажи               | 9. цена предложения      |
| 5. коэффициент обмена         | 10. финансовый рынок     |

## 3. Переведите следующие слова и выражения на русский язык.

- |                       |                      |
|-----------------------|----------------------|
| 1. supply and demand  | 6. real price        |
| 2. goods and services | 7. transaction price |
| 3. traded price       | 8. unit of currency  |
| 4. nominal price      | 9. relative price    |
| 5. barter             | 10. asset            |

## 4. Выберите правильный вариант ответа.

1. Price is the ..... given in return for goods or services.  
a) barter                      b) output                      c) quantity of payment
2. Proportional change in all nominal prices does not affect .....  
a) payment                      b) real price                      c) bid price
3. The eventual payment amount requested by a seller is often called .....  
a) asking price                      b) real price                      c) nominal price
4. What must be given up in exchange for the good or service that is being purchased is called .....  
a) real price                      b) nominal price                      c) opportunity cost
5. In all real economies prices are virtually always quoted in .....

- a) units of currency                      b) exchange goods                      c) coins

**5. Ответьте на вопросы.**

1. What is price?
2. What is called asking price?
3. What is opportunity cost?
4. What is price measured by?
5. What is the difference between real price and nominal price?

**6. Выразите свою точку зрения.**

1. What is a price? What factors influence the price?
2. Why are the prices for goods changing?
3. Imagine you own a food store. Your competitor from a nearby food store decreased the price for the same food products by 2%. What can you do not to lose your customers?

При ответе используйте фразы:

To my mind ...

In my opinion ...

On the one hand, ...on the other hand

If my memory serves me right ...

It seems to me that ...

My personal view is that ...

The fact is that ...

It is obvious that ...

In my experience ...

As far as I understand ...

From my point of view ...

If I am not mistaken ...

Personally, I think ...

I am sure/certain/convinced that ...

This proves that ...

There is no doubt that ...

**Напишите письмо-запрос на нижеприведенное письмо. Используйте раздел «Полезные фразы для написания делового письма».**

You have received a letter from the Organizing Committee of the conference you would like to take part in. Write a letter to Dan Craft, in your letter ask the following:

- a) the date of the conference;
- b) the exact address of the conference;
- c) the deadline for applying papers.

Sergey Ivanov  
14, Kuznetskaya Street,  
Moscow,  
Russia  
452450

Dear Mr. Ivanov,

We invite you to take part in the 9th Annual European Financial Services Conference – “*A new deal between finance and society*” - will focus on the reform of the financial services sector since the crisis of 2008, at both an EU and a global level.

Sessions will focus on:

- Has Europe’s financial sector put its economy in order?
- Assessing the EU’s regulation effort
- Charting progress towards a new global structure.

Now widely regarded as the premier annual financial services gathering in Brussels, the European Financial Services Conference brings together more than 400 senior bankers and policy-makers from around the world to debate issues affecting European and global financial markets.

Registration is free of charge but with interest expected to be very high, we advise you to register early to secure your place.

For more information contact:

Dan Craft  
Director  
**Forum Europe**  
18, High Street  
Cardiff  
UK

Best regards,  
Dan Craft

## **Практическое задание 7.**

### **Прочитайте и переведите текст.**

### **Market**

A market is any one of a variety of systems, institutions, procedures, social relations and infrastructures whereby businesses sell their goods, services and labour to people in exchange for money. Goods and services are sold using a legal tender such as fiat money. This activity forms part of the economy. It is an arrangement that allows buyers and sellers to exchange items. Competition is essential in markets, and separates market from trade. Two persons may trade, but it takes at least three persons to have a market, so that there is competition on at least one of its two sides. Markets vary in size, range, geographic scale, location, types and variety of human communities, as well as the types of goods and services traded. Some examples include local farmers' markets held in town squares or parking lots, shopping centers and shopping malls, international currency and

commodity markets, legally created markets such as for pollution permits, and illegal markets such as the market for illicit drugs.

In mainstream economics, the concept of a market is any structure that allows buyers and sellers to exchange any type of goods, services and information. The exchange of goods or services for money is a transaction. Market participants consist of all the buyers and sellers of a good who influence its price. This influence is a major study of economics and has given rise to several theories and models concerning the basic market forces of supply and demand. There are two roles in markets, buyers and sellers. The market facilitates trade and enables the distribution and allocation of resources in a society. Markets allow any tradable item to be evaluated and priced. A market emerges more or less spontaneously or is constructed deliberately by human interaction in order to enable the exchange of rights of services and goods.

Historically, markets originated in physical marketplaces which would often develop into — or from — small communities, towns and cities.

A market can be organized as an auction, as a private electronic market, as a commodity wholesale market, as a shopping center, as a complex institution such as a stock market, and as an informal discussion between two individuals.

Markets of varying types can spontaneously arise whenever a party has interest in a good or service that some other party can provide. Hence there can be a market for cigarettes in correctional facilities, another for chewing gum in a playground, and yet another for contracts for the future delivery of a commodity. There can be black markets, where a good is exchanged illegally and virtual markets, such as eBay, in which buyers and sellers do not physically interact during negotiation. There can also be markets for goods under a command economy despite pressure to repress them.

### **1. Соотнесите слова и их определения.**

- |                    |  |
|--------------------|--|
| 1. infrastructure  | a. a public meeting where things are sold to the person who offers the most money for them   |
| 2. competition     | b. a group of shops together in one area, often in one large building  |
| 3. auction         | c. a situation in which organizations try to be more successful than other organizations   |
| 4. shopping center | d. the business of buying and selling stocks and shares  |
| 5. stock market    | e. the basic systems and structures that a country or organization needs in order to work properly, for example roads, railways, banks etc |

## **2. Переведите следующие слова и выражения на английский язык.**

- |                           |                        |
|---------------------------|------------------------|
| 1. распределение ресурсов | 6. фондовая биржа      |
| 2. бумажные деньги        | 7. участники рынка     |
| 3. рынок товаров          | 8. спрос и предложение |
| 4. оптовый рынок товаров  | 9. повышать торговлю   |
| 5. черный рынок           | 10. виртуальный рынок  |

## **3. Переведите следующие слова и выражения на русский язык.**

- |                            |                             |
|----------------------------|-----------------------------|
| 1. command economy         | 6. tradable item            |
| 2. illegal market          | 7. shopping mall            |
| 3. allocation of resources | 8. labour                   |
| 4. buyers and sellers      | 9. legal tender             |
| 5. evaluate                | 10. delivery of a commodity |

## **4. Выберите правильный вариант ответа.**

1. .... is any one of a variety of systems, institutions, procedures, social relations and infrastructures.

- a) tender                      b) delivery                      c) market

2. Markets where a good is exchanged illegally is called .....

- a) black markets                      b) shopping malls                      c) virtual markets

3. eBay is an example of .....

- a) black market                      b) commodity market                      c) virtual market

4. A group of shops together in one area is called .....

- a) commodity market                      b) illegal market                      c) shopping center

5. A market is any structure that allows buyers and sellers to ..... any type of goods or services.

- a) sell                      b) buy                      c) exchange

## **5. Ответьте на вопросы.**

1. What is a market?
2. What is a black market?
3. What is a virtual market?
4. What is needed for a market to function?
5. What is the role of market participants?



### **Выразите свою точку зрения.**

1. What is e-market? What do people usually sell/buy on e-markets?
2. Have you ever bought/sold anything on the Internet? What was it?
3. Are e-markets and e-commerce convenient? Why? Why not?

При ответе используйте фразы:

To my mind ...	In my experience ...
In my opinion ...	As far as I understand ...
On the one hand, ...on the other hand	From my point of view ...
If my memory serves me right ...	If I am not mistaken ...
It seems to me that ...	Personally, I think ...
My personal view is that ...	I am sure/certain/convinced that ...
The fact is that ...	This proves that ...
It is obvious that ...	There is no doubt that ...

### **Составьте письмо.**

You are the Supply Manager of the Engineering Company. You need 600 computers for your company and you found information about Dell Computer Corporation (Russia) and decided to write them a letter. In your letter do the following:

- 1) write a letter to Mr. Hopsky – Distribution Manager, Company address: 34, Leninsky Prospekt, Moscow, Russia, 452450.
- 2) ask about the price and models of computers;
- 3) ask about discount or offer in return for buying a large amount of computers;
- 4) ask about corporate software and service.

Составитель: к.п.н., доцент Майорова И.И.