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**АНГЛИЙСКИЙ ЯЗЫК
ДЛЯ СТУДЕНТОВ ЗАОЧНОГО ОТДЕЛЕНИЯ
ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ**

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Пособие предназначено для студентов, изучающих экономику на заочном отделении РГГМУ. Пособие содержит тексты на экономические темы, а также грамматические и лексические упражнения к ним. Тексты и упражнения подбирались в соответствии с программой обучения иностранному языку на заочном отделении.

Цель пособия заключается в том, чтобы помочь студентам приобрести навыки перевода и научиться понимать экономические тексты на английском языке.

Кроме обязательных материалов пособие предлагает дополнительные тексты. Большинство текстов заимствовано из газетных статей и дает представление о газетном стиле изучаемого языка.

The handbook is designed for part-time students who study economics at Russian State Hydrometeorological University. The texts of the book have been selected to meet the requirements of the University syllabus. The purpose is to help students acquire skills in translating English texts on economics through learning English grammar and economic terminology.

The handbook is also supplied with additional texts, which are borrowed from newspapers and can serve as an example of newspaper English.

ПРЕДИСЛОВИЕ

Пособие предназначено для студентов, изучающих экономику на заочном отделении РГГМУ. Пособие представляет собой сборник текстов, грамматических и лексических упражнений к ним. Тексты и упражнения подбирались в соответствии с программой обучения иностранному языку на заочном отделении.

Цель пособия состоит в том, чтобы помочь студентам приобрести навыки перевода и научиться понимать экономические тексты на английском языке.

Пособие состоит из четырех частей. Части 1 и 2 предназначены для студентов первого курса, соответственно части 3 и 4 – для студентов второго курса. Части 1 и 3 включают тексты и упражнения для тех студентов, которые не изучали английский язык раньше и им предстоит начать курс в университете (разделы для начинающих). Части 2 и 4 содержат материалы для обучения студентов, которые изучали базовый английский в школе и теперь будут продолжать изучение (разделы для продолжающих).

Каждая часть состоит из текстов, охватывающих различные экономические темы. Тексты сопровождаются списками слов и терминов, которые рекомендуется запомнить, чтобы расширить словарный запас.

Новые слова и экономическая терминология закрепляются лексическими упражнениями, которые могут выполняться дома или в классе по усмотрению преподавателя.

Грамматические упражнения, следующие за текстами, включают грамматические формы и конструкции, встречающиеся в текстах, и позволяют студентам усвоить или повторить грамматику и, как следствие, улучшить перевод текста на русский язык.

Каждая часть пособия завершается контрольными работами. Представлено 4 варианта контрольных работ для каждого уровня. Один из вариантов, указанный преподавателем, выполняется в конце каждого курса.

Кроме обязательных материалов пособие содержит дополнительные тексты. Большинство этих текстов являются небольшими отрывками из газетных статей и дают представление о газетном стиле изучаемого языка.

INTRODUCTION

The handbook is designated for part-time students who study economics at Russian State Hydrometeorological University. The texts of the book have been selected to meet the requirements of the University syllabus. The purpose is to help students acquire the skills in translating English texts on economics through learning English grammar and economic terminology.

The book is divided into 4 parts. Parts 1 and 3 are meant for the first year, Parts 2 and 4 for the second year. Parts 1, 2 include texts and exercises for those students who have never learnt English before and are to start a course of English at the University. In Parts 3, 4 there are texts for the students who have a basic knowledge of English and are going to continue the course. Each text is followed by a list of words and expressions to be learnt by heart in order to enlarge students' vocabulary. Grammar forms and constructions as well as terms students come across in the texts are given in some exercises. The exercises can be used for work in class or at home at the teacher's discretion. As a result of the teaching process students do one of 4 test versions recommended by the teacher. A set of tests can be found at the end of each Part.

The book is also supplied with additional texts. These texts borrowed from newspapers and magazines serve as an example of newspaper English.

ТЕКСТ 1

Economics

Economics is a social science, which studies economy. It tries to find laws or principles and to build models. Then specialists compare their models with the facts of the real life. It is impossible to describe the content of economics briefly. Sometimes specialists say that economics is “the science of wealth”. Economics deals with data on income, employment, interest rate, prices, production, consumption and trade. Economics deals with a tiny fraction of the whole human activity. So the range of problems is relatively narrow. But economics doesn't include such things as personal finance, way to start a small business and so on.

Do you know these words?

law	закон
to compare	сравнивать
to describe	описывать
briefly	кратко
wealth	богатство, благосостояние
income	доход
employment	занятость
interest rate	процентная ставка
price	цена
production	производство
consumption	потребление
trade	торговля
range	диапазон
way	способ
activity	деятельность

УПРАЖНЕНИЯ

I. Переведите предложения, обращая внимание на форму глагола to be и значения местоимения it.

1. Economics is a science. It studies laws of economy.
2. It is a very high income.

3. It is difficult to make economic models.
4. Cambridge University Press is the publishing house of the University. It is the oldest press in the world.
5. They are students of economics.
6. Microeconomics is a branch of economics. It studies government activity on individual markets.
7. Microeconomics and macroeconomics are important branches of economics.

II. Вставьте правильную форму глагола to be в настоящем простом времени.

1. The entertainment industry ... an important sector of the United States economy.
2. These lectures on economics ... useful.
3. GNP{Gross National Product} ... an important measure of a country's wealth.
4. These cars ... expensive.

III. Распределите существительные на две колонки. В левую колонку запишите существительные в единственном числе, в правую – во множественном:

Words, economy, day, world, doldrums, questions, system, money, goods, resources, country, household.

IV. Измените слова из предыдущего упражнения следующим образом: из единственного числа сделайте множественное, а из множественного – единственное. Обратите внимание на то, что не все слова можно изменять.

V. *Напишите следующие существительные во множественном числе:* Box, sheep, place, library, photo, mouse, lady, glasses, dress, country, bus, party, wife, day, knife, knowledge, month, pen, hero, goose, company, life, deer, tomato, city, man, play, news, child, fruit, shelf, leaf, foot, fish, woman, money, information.

ТЕКСТ 2

The economic system

There are many forms of economic order, ranging from the mixed system to partially or completely controlled economies. Economic system is the system that a society uses for allocation and distribution of scarce resources. Private

enterprise means that decisions about what and how much to produce are the decisions of owners and managers. In controlled economies such decisions are the responsibility of some governmental agency. There is no economy today that is completely free of governmental influence.

There are many beneficial services and protections available from government. Any form of economic order performs certain valuable functions in the life of organizations of all types.

Among the functions of the economic order the most important one is to provide some means of resource allocation. In a private enterprise the price mechanism performs this function. This means that demand for and supply of goods and services interact and set their market price. In the case of regulated utilities, there are governmental agencies such as public service commissions that determine the rates.

Do you know these words?

demand (for)	спрос
supply	предложение
means	средство, средства
to mean	значить, означать
utility	полезность
rate	норма
regardless of	независимо от...
owner	собственник
mixed	смешанный
controlled	контролируемый

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

private	производить
to produce	ценный
distribution	частный
service	выполнять
to perform	услуга
valuable	распределение

II. Вставьте *am (not), are (not), is (not)*.

1. I... a student of mining.
2. Crop and animal farming ... the main branches of agriculture.
3. The manager... in the office.
4. Agriculture and manufacturing ... important in all economies.

5. You ... a student. You ... a manager of an agricultural company.
6. Crop farming ... possible in the central regions of Russia in early spring.
7. I... a student of medicine, I... a student of the economics department.
8. Fuel... important for all industries.

III. Сделайте следующие предложения отрицательными или вопросительными, ответьте на вопросы.

1. Crop farming is very important for every economy.
2. Processing is important for all mineral resources.

IV. Переведите предложения на русский язык.

1. There are some new pupils in our group.
2. There is no book on the table.
3. There are many old houses in our street.
4. There are 4 seasons in a year.
5. There is a conference today.
6. There are many large cities in our country.

V. Вставьте нужную форму глагола to be (is/are).

1. There ... nobody in the room.
2. There ... 7 days in a week.
3. There ... something on the shelf.
4. There ... many places of interest in London.
5. There ... many beautiful flowers in our garden.
6. There ... much work this week.

VI. Используя конструкцию *there is/are*, скажите, сколько:

- комнат в вашей квартире или доме;
- дней в январе/ феврале/ апреле;
- дней/ месяцев в году;
- уроков/ страниц в этой книге;
- студентов в вашей группе.

VII. Найдите в тексте обороты *there is/are*. Выпишите их. Сделайте из них отрицательные и вопросительные предложения.

ТЕКСТ 3

Microeconomics and macroeconomics

Economics as a science consists of two disciplines, that is of microeconomics and macroeconomics.

Microeconomics is the branch of economics that studies individual producers, consumers, or markets. Microeconomics also studies government activities such as regulations and how taxes affect individual markets. Besides microeconomics tries to understand what factors affect the prices, wages and earnings.

Macroeconomics is the branch of economics that studies the economy as a whole. It tries to understand the picture as a whole. In particular, it studies the overall values of output, of unemployment and of inflation.

Do you know these words?

to consist of smth	состоять из чего-либо
discipline	дисциплина
<i>syn. Subject</i>	
<i>i.e. (Lat.) = that is</i>	
branch	отрасль; ветвь; филиал
producer	производитель, изготовитель
consumer	потребитель
market	рынок
on the market	на рынке
regulation	регулирование
tax	налог
to levy a tax on smth	установить налог на что-либо
to pay a tax	уплатить налог
<i>How much income</i>	Какой подоходный налог он уплатил
<i>tax did he pay last year?</i>	в прошлом году?
to affect smb/smith	действовать на, задевать кого/ что-либо

УПРАЖНЕНИЯ

- I. Найдите в правой колонке русские соответствия следующих слов:
- | | |
|---------------|-------------------------------|
| in particular | безработица |
| government | выработка, объем производства |
| price | в частности |
| wage | цена |
| try | правительство |
| output | пытаться |
| unemployment | заработная плата |

- II. Найдите в предложениях сказуемое в форме Present Simple. Предложения переведите.

1. They are at the airport to meet David Hill.
2. They see David and come up to him.
3. Pete and David exchange greetings and Pete introduces Nick to David.
4. They shake hands and follow Nick to the car.
5. I also *sometimes* go to Sheremetievo airport.
6. I go there to meet or *to see off my* friends or colleagues.

III. Найдите глаголы в Present Simple. Переведите предложения на русский язык.

1. After lunch the businessmen resume their talks.
2. Mr. Hill proposes a few external visits.
3. Mr. Smirnov asks him to cut one visit.
4. David agrees to cut the visit.
5. They also discuss cultural exclusions.
6. They agree to meet tomorrow afternoon.
7. Pete is satisfied with the results of the talks.

IV. Употребив глагол в нужной форме, поставьте следующие предложения в отрицательную и вопросительную форму.

1. The plant (to produce) many different machines for farmers.
2. They usually (to grow) flowers in their garden.
3. Agriculture and manufacturing (to provide) hundreds of new goods for consumers every year.
4. Consumers (to pay) for some extra services, such as medicine, education, transport.
5. This big company (to provide) fuel for many plants and factories in this area.

V. В тексте найдите глаголы в Present Simple.

VI. Задайте 5 вопросов к тексту.

VII. Найдите в тексте ключевые слова и составьте краткий план пересказа. Перескажите основное содержание текста на русском языке.

ТЕКСТ 4

The economy

The words *the economy* are words we hear or read almost every day. For example, we may say that the world economy is 'in the doldrums', or 'the European economy is making little progress out of recession' or 'the UK economy is beginning to recover'.

But what does the economy mean? What is an economy? What happens in one? How does an economy work?

The economy is a social mechanism which answers these questions. The economy means a system for the management, use and control of the money, goods and other resources of a country, community or household.

Do you know these words?

in the doldrums	в упадке, в состоянии застоя
recession	спад
to recover	оживляться, выздоравливать
to hold up well	выстоять, сохранять свои позиции
control	управление; регулирование; контроль
community	жители одного района, община
household	семья, домашнее хозяйство
economy	1) экономика 2) экономия

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

world economy	общество
to mean	ресурс
to work	товары
goods	означать
resource	мировая экономика
country	работать
community	страна

II. а) Переведите текст на русский язык, обращая внимание на настоящее продолженное время.

Record industry against individual piracy.

The US recording industry is struggling against declining music sales. So they are considering legal action against individuals who are copying music from their computers. At the same time the Recording Industry Association of America (RIAA) is campaigning for the Department of Justice to take measures against those who offer large amounts of music on popular networks such as Morpheus.

б) Раскройте скобки, употребив глагол в форме настоящего продолженного времени. Поставьте предложение в отрицательную и вопросительную форму.

1. He (think).
2. They (visit) customers.
3. We (eat) our lunch.
4. Luisa (greet) a visitor.
5. Mary (take) shorthand course.
6. You (have) lunch.
7. You (write) a letter.
8. Sheila (interview) someone.
9. I (speak) on the phone.
10. Helen (sit) in her office.
11. The salesman (sell) stationery.
12. He (read) a report.
13. I (put) these books on the table.
14. She (get) on the bus.

III. Раскройте скобки, употребив глагол в форме настоящего продолженного времени.

1. I (to begin) a course in computer programming in a month (через месяц).
2. I (to go) to the sea in July.
3. Our students (to have) a lecture in economics by a visiting professor from England today after classes.
4. This student (to work) at his course paper (*курсовая работа*) next week.
5. We (not to read) for the exam this week, we (to work) at the course paper.

ТЕКСТ 5

Economic man

There is an assumption in economic theory that individuals act rationally when they determine their objectives and then take decisions according to their objectives. Thus, the businessman will set a goal of profit maximization and will adjust his output and price to achieve his goal. The consumer will try to maximize his utility or satisfaction and will determine his purchases in the light of his tastes for products and the relative prices of those products.

Do you know these words?

to determine	определять
to take a decision	принимать решение
profit	доход
output	объем производства
purchase	покупка

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

assumption	удовлетворение
utility	цель
goal	предположение
to achieve	полезность
satisfaction	достигать

II. Переведите предложения на русский язык.

1. They will keep the tickets until your journey is completed.
2. She will go to the Baker Street station.
3. He will not go to the Baker Street station.
4. He will change trains at Piccadilly.
5. He will go to Piccadilly Circus.
6. He will return to the hotel later.

III. Раскрыв скобки, употребите глаголы в форме будущего простого времени.

1. I don't think this plant (to produce) good radios.
2. They think the new car (to be) very good.
3. If you speak English, you (to get) a better job.
4. When they introduce the new method, productivity (to rise).
5. If the company raises labour efficiency, it (to become) more profitable.
6. You (to like) Professor Smith's lectures in economics.

IV. Поставьте предложения из предыдущего упражнения в отрицательную и вопросительную форму.

V. Найдите в тексте предложения, в которых используется Future Simple.

VI. Задайте 4 вопроса к тексту и ответьте на них.

ТЕКСТ 6

Economic Development

Economic progress in Sweden was rapid for most of the postwar period. The average annual increase in GDP (Gross Domestic Product) was 3.4% in 1950s and 4.6% in the 1960s. This strong growth was due to export successes. In the 1970s the average growth rate slowed down to 2.1%. In the last decade

economic development improved and Swedish industry began to recover from a recession.

Analysts tried to predict the economic development for the period between 1986 and 1995. They expected Sweden's annual growth rate of GNP about 2.3%.

Do you know these words?

to be due to	объясняться
rapid	быстрый
recession	рецессия, спад
increase	увеличивать
GDP	внутренний валовой продукт
average	средний

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

growth	успех
success	развитие
to slow down	предсказывать, прогнозировать
decade	рост
development	десятилетие
to predict	замедляться

II. Поставьте глаголы в форму Past Simple. Поставьте предложения в утвердительную и вопросительную форму.

1. He (wake up) at 11 o'clock.
2. Then he (hear) the church bell.
3. One morning Fred McLean's alarm clock (not go off).
4. It (be) Sunday.
5. He (see) a taxi, but there (be) someone in it.
6. He (knock) on the door, but no one (be) there.
7. He (go) to the bus stop and (wait) for a bus but the bus (not come).
8. He (put on) his clothes and (run) out of the house.
9. So he (run) to work.

III. Раскрыв скобки, употребите глагол в форме прошедшего простого времени.

1. She (not/to be) at work last week. Her children (to be) ill.
2. The economist (not/to be) in his Moscow office yesterday.
3. The economist's prediction (to be) correct.
4. We (not/ to be) University students last year.

5. It (to be) difficult for me to learn English at school.
6. The data (not/ to be) correct enough.
7. The prices for the services (not/ to be) high at that time.
8. There (not/ to be) many plants in the area.
9. The prices for agricultural products (to be) low.

IV. Образуйте предложения, используя формы Past Simple. Подчеркните обстоятельства времени.

1. It is Friday. I (want) the stationery last Friday.
2. It is 1981. Peter (work) for BOS in 1979.
3. It is May. He (stop) work in January.
4. It is 10.05. I (answer) the telex at 10.00.
5. It is Monday. They (travel) to Scotland last Monday.
6. It is 11 o'clock. Simon (open) the mail at 10 o'clock.
7. It is November. Mr Passas (visit) BOS in October.
8. It is Thursday. Simon (post) the letter on Tuesday.

V. Найдите в тексте предложения, в которых используется Past Simple, укажите в них подлежащее и сказуемое.

VI. Задайте 4 вопроса к тексту и ответьте на них.

ТЕКСТ 7

Markets

Markets are usually judged in terms of their economic growth, that is, how well they have contributed to the achievement of economic efficiency. Market performance is determined fundamentally by the interaction of market structure and conduct. There are some parameters which have a strategic influence on market performance: market conduct, market structure, public policy. These parameters can be used by public policy-makers to improve market performance.

Do you know these words?

to contribute	вкладывать, делать вклад
efficiency	эффективность
market performance	деятельность рынка
conduct	поведение
policy-makers	специалисты в области политики
to improve	улучшать

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

achievement	политика
to determine	определять
interaction	влияние
influence	достижение
policy	использовать
to use	взаимосвязь

II. Вставьте наречия времени: *just, already, never, yet, recently, lately*.

1. The role of the service sector has increased
2. Most manufacturing industries have ... used intensive technologies for processing resources.
3. Economists have not given a full definition of economics.
4. Economists have ... developed three main approaches to economics.
5. – Have you got enough actual data to make a model... ?
– Yes. I have ... finished it.
6. Economists have ... included services that are provided by doctors and teachers in the primary sector.
7. Economics has ... used models successfully to analyze some difficult economic problems.
8. – Has the economist made a proper decision ... ?
– No, he hasn't made it....
9. Microeconomics has... studied the problems of the whole country's economy.

III. Найдите глаголы в форме страдательного залога и переведите предложения на русский язык.

1. The famous London black cabs can be hailed in the street.
2. Some cabs are now painted different colours.
3. They are bound by the same strict regulations.
4. They are available for hire if the yellow light above the wind screen is lit.
5. For longer journeys the price is usually negotiated.
6. The minimum payable charge is shown on the meter when you hire the cab.
7. Mini-cabs cannot be hailed in the street.
8. Mini-cabs are not licensed.
9. They are usually ordered by telephone.

IV. Раскрыв скобки, употребите глагол в форме страдательного залога настоящего простого времени.

1. The goods (to sell) at a high price.
2. English (to teach) at schools and universities.

3. The method (to use) in processing milk.
4. Goods for consumers (to provide) by industry and agriculture.
5. Workers (to employ) by firms.
6. Medicine (not/to study) by school students but economics (to study) at school.
7. I (to ask) to help my grandmother work in the garden.
8. I (not/ to teach) music at the University.

V. Найдите в тексте предложения, в которых используется страдательный залог, укажите в них подлежащее и сказуемое.

VI. Найдите в тексте все наречия.

VII. Выпишите из текста все существительные во множественном числе.

ТЕКСТ 8

Common Market

In 1992 the European Common Market has 43 years of history behind it. The organization established by six countries (France, Spain, Holland, West Germany, Belgium and Italy) has grown to 12 member states. Few more countries want to join the Common Market.

It is a fact of modern life that some trade, economic, social, technological projects can not be possible without international cooperation.

In the EC countries there are no trade barriers. The capitals and goods flow freely. Besides their national currencies the member states have the common currency called ECU (European Common Unit).

Do you know these words?

active market	активный рынок
capital	капитал
to capture the market	захватить рынок
the Common Market	Общий рынок
trade	торговля
currency	валюта

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:
 history свободно

to establish	расти
to grow	история
possible	основывать
freely	называть
to call	возможный

II. Переведите предложения, обращая внимание на причастие II.

1. The price offered by the seller is too high.
2. It is a low-tech product made in Switzerland.
3. We speak about the dynamic Asian economy based on manufacturing.
4. Sales increased by 13% are the result of the company's new programme.
5. Today Britain has a mixed economy.
6. In the public sector of British economic life there are the nationalized industries such as coal and steel.

III. В первом абзаце текста найдите сказуемое и объясните, какое время было использовано.

IV. Составьте план пересказа текста. Перескажите текст по-русски.

ТЕКСТ 9

Allocation of products and resources

The pure market economy allocates products and resources without any government control.

As to the command economy, practically speaking, it allows the government to act as a dictator.

Fortunately a community or a country does not have to make a complete choice between the two extremes: the market economy and the command economy. Instead it can compromise and have a mixed economy.

In a mixed economy three quarters of production is carried out by the private sector through the market, though subject to varying degrees of government control. For the other quarter the government is directly responsible through the public sector. Thus the government influences the allocation of the goods and services produced.

Even in the USA, a stronghold of free enterprise, it has been found necessary to control or regulate national income conditions.

As to Britain, today it has a mixed economy. In the public sector of British economic life are the nationalized industries like coal and steel, British Rail and BOAC. In the private sector are the majority of the nation's industries, both large and small, from giants like ICI and BP to small family businesses.

Do you know these words?

subject to	подверженный
to allocate	размещать
allocation	размещение
to have to	должен, вынужден
to carry out	осуществлять
through	через, посредством
to influence	влиять
extreme	крайность

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

pure	отрасль промышленности
to allow	необходимый
to act	ответственный
degree	чистый
responsible	позволять
necessary	большинство
industry	действовать
majority	степень

II. Переведите предложения, содержащие причастие I. Обратите внимание на принципы перевода причастия I.

1. The company's declining popularity in Japan is the most important problem in the coming years.
2. The market share of Toyota is 42.8 per cent, excluding mini-vehicles.
3. They are speaking about increasing prices.
4. There are many companies working in the same industry and geographical area.
5. Employees of high skill migrate between businesses, seeking the best opportunity.
6. They can move out, relocating to a region where competition is less severe.
7. The increasing world demand is an important factor.

III. Раскройте скобки, употребив глаголы в Present Simple.

1. Economists (to study) situations from real life by means of economic models.
2. Economists (to be) interested in relationship between prices for goods and buyers' behaviour.
3. The buyer (to choose) goods for which he (to have) enough money.
4. He (not/to follow) our recommendations.

5. The manager (to make) decisions only after careful analysis of all the data.
6. She always (to buy) a lot of clothes.
7. The data (not/to be) necessary now. The prices for fuel (to be) very high.
8. A consumer (to be) a person who (to buy) goods and services.
9. There (to be) several mining areas in this country.

IV. Переведите предложения на русский язык. Укажите, в каком времени использованы глаголы.

1. Are you on business in London?
2. How long have you been in London?
3. I was in London in 1996.
4. We have just had lunch.
5. They are still having lunch.
6. We had lunch at 8 o'clock.
7. He works as a manager.
8. He is working at this company.
9. He worked at this company from 1990 to 1995.
10. He speaks French fluently.
11. He is speaking English now.
12. He spoke a lot at the conference.

V. Переведите предложения на русский язык, обращая внимание на временные формы глагола.

1. The dollar rose where a fall had been forecast.
2. The figures added to the evidence that the American economy has resumed stronger growth.
3. The US deceleration is coming to an end.
4. The dollar was boosted by US construction spending for November.
5. With trading thin it sent sterling about a pfennig high.
6. It gained on strong consumer credit data and rising oil prices.

VI. Найдите в тексте предложения в Present Simple. Задайте к ним вопросы.

ТЕКСТ 10

Corporation

A corporation is a business organization authorized by the state to conduct business and is a separate legal entity from its owners. It is the dominant form of American business because it makes possible to raise large amounts of capital.

Before a corporation may do business, it must receive a charter from the state. The state must approve the articles of incorporation, which describe the basic purpose and structure of the proposed corporation.

The stockholders usually meet once a year to elect directors and to carry on other important business. Each share of stock entitles its owner to one vote. A stock holder who cannot attend the meeting can legally authorize another to vote his or her shares by proxy.

Management of a corporation consists of the board of directors who decide corporate policy, and the officers, who carry on the daily operations. The board is elected by the stockholders, and the officers are appointed by the board.

Do you know these words?

to conduct business	вести бизнес
to raise (money)	собирать (деньги)
an article	статья
a stockholder	акционер
to carry on	вести (дела)
stock	зд.акции
by proxy	заочно
to appoint	назначать

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

state	избирать
form	встреча
to approve	государство
to elect	совет директоров
meeting	одобрять
board of directors	форма

II. Вставьте необходимые модальные глаголы или их заменители: (could, shall, be able, can, needn't, must, couldn't, should)

1. The goods ... not be shipped last week.
2. You ... remind us of your order, because the goods were already sent to you yesterday.
3. We ... handle the orders because we were pressed with time.
4. The faulty goods ... to be replaced.
5. ... you allow three days for shipment?
6. «... we discuss this question now?» – «No, we ...— We ... do it tomorrow.
7. I'm glad you ... come.

8. «... you ... to come and have dinner with us tomorrow?» – «I'd love to.»
9. «Please send them this catalogue. – «... I do it now?»
10. The payments ... be effected within 24 hours.

III. Переведите предложения на русский язык.

1. They couldn't explain anything.
2. You must make out the order in three copies.
3. Can you deliver the goods tomorrow?
4. The customers may take these free catalogues.
5. You should answer the letter immediately.
6. The contract must be signed by both parties.
7. Who must answer this enquiry letter?
8. The flight must arrive to Moscow at 10.
9. May we make changes in the contract?
10. I have an appointment. We must meet at 10 o'clock.

IV. Замените модальные глаголы из предыдущего упражнения соответствующими эквивалентами.

V. Найдите в тексте предложения, в которых употребляются модальные глаголы.

VI. Задайте 5 вопросов к тексту и ответьте на них.

ТЕКСТ 11

The Organization for Economic Co-operation and Development

Organization for Economic Co-operation and Development (OECD) is an international organization whose membership comprises mainly the economically advanced countries of the world. The OECD provides a regular forum for discussions amongst government finance and trade ministers on economic matters affecting their mutual interests, particularly the promotion of economic growth and international trade, and it coordinates the provision of economic aid to the less developed countries. The OECD is a main source of international economic data and regularly compiles and publishes standardized inter-country statistics.

The Organization for Economic Co-operation and Development has published a new set of guidelines for multinational enterprises, setting out the ways in which its member countries would like these global corporations to behave.

Do you know these words?

guidelines	рекомендации
to comprise	включать
amongst	среди
to affect	влиять, воздействовать
would like	хотели бы
matter	дело
source	источник

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

international	данные
membership	международный
mutual	развитый
promotion	членство
developed	вести себя
data	продвижение
to behave	взаимный

II. Образуйте сравнительную и превосходную степень от следующих прилагательных и наречий:

1. large, tall, long, easy, hot, big, cold, nice, bad, strong, short, wide, good, happy, high, low, busy, well, little, many, far.
2. wonderful, necessary, quickly, interesting, comfortable, popular, active, famous, pleasant, beautiful, slowly, clearly.

III. Раскройте скобки, употребив нужную степень сравнения прилагательного/наречия:

1. Shipping by sea is (expensive) than shipping by air.
2. Moscow is (large) than St. Petersburg.
3. What is (fast), train or plane?
4. We offer (low) possible prices.
5. We offer (good) prices than other firms.
6. It is one of (important) questions of our conference.
7. Your English is (good) now.
8. The goods must be (well) packed when they are delivered by sea.
9. The prices will be (high) next month.
10. Express delivery is (quick) way to send the goods.
11. The quality of the goods was (bad) than we expected.
12. Today unloading of the goods is carried on (slowly) than usually.

IV. Переведите предложения, обращая внимание на перевод слова most.

1. These are the most interesting books on economics.
2. Keynes is the most famous economist.
3. Most countries of Central Europe belong to developed countries.
4. Most reports at the conference were made in English.
5. Most of the time was spent on the analysis of the statistical data.
6. Most of his books were translated into other languages.
7. Most of these journals are bought by the university library.

V. Раскройте скобки:

1. Winter is (cold) season of the year.
2. Moscow is (large) than Tula.
3. Which is (long) day of the year?
4. The Alps are (high) mountains in Europe.
5. Even (long) day has an end.
6. It is one of (important) questions of our conference.
7. Your English is (good) now.
8. Who knows him (well) than you?
9. We have (little) interest in this work than you.
10. Health is (good) than wealth.
11. Victor worked (well) of all.
12. Today you worked (slowly) than usually.

VI. Найдите в тексте прилагательные. Переведите их.

КОНТРОЛЬНЫЕ РАБОТЫ

ВАРИАНТ 1

Mixed economies

Command and market economies both have significant faults. Partly because of this, an intermediate system has developed, known as mixed economies.

A mixed economy contains elements of both market and planned economies. At one extreme we have a command economy, which does not allow individuals to make economic decisions, at the other extreme we have a free market, where individuals have considerable economic freedom of choice without any government restrictions. Between these two extremes lies a mixed economy. In mixed economies some resources are controlled by the government whilst others are used in response to the demands of consumers.

ВАРИАНТ 2

Macroeconomics

Macroeconomics is a branch of economics concerned with the analysis of the economy in the large. It deals with such large aggregates as the total production, total employment, the rate of economic growth, saving and investment, the national income and so on.

Macroeconomics measures and analyses overall economic activity.

An important task of macroeconomics is to develop ways of aggregating, i.e. ways of bringing together or summing primary data. To this end such concepts as gross domestic product (GDP), aggregate demand, aggregate supply and the national income were developed. For example, the national income is an aggregate, in contrast with the income of an individual.

Macroeconomics is concerned with such major policy issues as the maintenance of full employment and price stability.

ВАРИАНТ 3

What Do Economists Do?

Economics deals with the problems of scarcity and choice that have faced societies and nations throughout history, but the development of modern economics began in the 17th century. Since that time economists have developed methods for studying and explaining how individuals, businesses and nations

use their available economic resources. Large corporations use economists to study the ways they do business and to suggest methods for making more efficient use of their employees, equipment, factories, and other resources.

ВАРИАНТ 4

The Nation's Economy

The economy of the country is like a machine which provides us with things we need, i.e. goods and services. The economy creates the wealth of the country. The government through its economic policy plays an important role in the control of the economy machine. The major branches of economic policy are fiscal and monetary policies. Fiscal policy deals with taxes and government spending activities. Monetary policy is concerned with controlling the supply of money and credit.

A nation's economy can be divided into three sectors of activity. The primary sector deals with extraction of minerals, agriculture, fishing, and forestry. Processing of the primary sector materials and production of manufactured goods is the field of the manufacturing sector. The service sector provides services of various kinds such as transportation, distribution, catering as well as financial services and tourism. The role of the manufacturing sector in the advanced industrialized countries is decreasing while the service sector is becoming more important.

ТЕКСТ 1

What is economics?

One of the things that people discover every day is that you can't have everything. You are reminded of it every time you shop. Although you may see twenty or thirty items that you would really like to buy, you know that you will have to limit your selection to one or two.

Every business, even sports teams must choose from among the things they would like to have because they cannot have everything. Governments, too, cannot have everything. Every year the most important political debates concern questions about spending taxpayers' money.

Neither individuals nor societies can have all the things they would like to have. There simply is not enough of everything. Economists note that there is no limit to the amount or kinds of things that people want. There is, however, a limit to the resources, things used to produce goods and services, available to satisfy those wants. Once that limit is reached, nothing else can be produced. In other words, when nation's resources (all its workers, factories, farms, etc.) are full employed, the only way to increase the production of one thing is to reduce the production of something else.

Do you know these words?

to remind	напоминать
to shop	ходить по магазинам, делать покупки
although	хотя
item	предмет
you would like	вы хотели бы
neither...nor	ни...ни
taxpayer	налогоплательщик
available	доступный
society	общество

УПРАЖНЕНИЯ

- I. Найдите в правой колонке русские соответствия следующих слов:
- | | |
|----------|--------|
| to limit | завод |
| team | деньги |

government	достигать
money	ограничивать
amount	удовлетворять
to satisfy	количество
to reach	сокращать
factory	команда
to reduce	правительство

II. Поставьте существительные в следующих предложениях во множественное число (обратите внимание на изменения в местоимениях и формах глагола to be):

1. A new house is in our street.
2. This contract is very important.
3. The clerk is the office.
4. Put this letter on that table.
5. What is his name?
6. He keeps his papers in a box.
7. This man works at our office.
8. I'll give you the instruction.
9. The computer was on the table.
10. This offer is not very interesting.
11. Is that your best price?
12. This story is good.
13. Is this a good match?
14. The student put his book on the desk.
15. That house is new.

III. Поставьте следующие словосочетания во множественное число (обратите внимание на изменения в указательных местоимениях):
this man, that match, this tea-cap, this egg, that picture, this foot, that mountain, this lady, that window, this knife.

IV. Выберите правильный вариант, обращая внимание на исчисляемые и неисчисляемые существительные:

1. I'm going to buy new sunglass/sunglasses.
2. He's going to buy some new trouser/trousers.
3. They are going to buy some new furniture/furnitures.
4. His hair/hairs is fair.
5. He's got much information/informations about his travel.
6. They gave us some advice/advices.

V. Найдите в тексте существительные в единственном и во множественном числе. Сделайте из единственного числа множественное, а из множественного единственное, где это возможно.

VI. Выпишите из каждого абзаца текста ключевые слова. Составьте краткий план пересказа. Перескажите текст на русском языке.

ТЕКСТ 2

Economic systems

An economic system is the way in which a country uses its available resources (land, workers, natural resources, machinery etc.) to satisfy the demands of its inhabitants for goods and services. The more goods and services that can be produced from these limited resources, the higher the standard of living enjoyed by the country's citizens. There are three main economic systems.

Planned economies

Planned economies are sometimes called "command economies" because the state commands the use of resources (such as labour and factories) that are used to produce goods and services as it owns factories, land and natural resources. Planned economies are economies with a large amount of central planning and direction, when the government takes all the decisions; the government decides production and consumption. Planning of this kind is very difficult, very complicated to do, and the result is that there is no society, which is completely a command economy. The actual system employed varies from state to state, but command or planned economies have a number of common features

The state decides precisely what the nation is to produce. It usually plans five years ahead.

Do you know these words?

complicated	сложный
inhabitant	житель
demand for	спрос на (что-либо)
good	товар
service	услуга
supply	предложение
the standard of living	уровень жизни

to enjoy	пользоваться
to own	владеть, иметь в собственности
amount	количество
direction	управление
state	государство
to vary	изменяться
feature	особенность

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

country	полностью
land	точно
because	страна
use	земля
completely	потому что
precisely	использование

II. Переведите предложения на русский язык, обращая внимание на глагол to be.

1. They are still at the restaurant.
2. She is not with me now.
3. Is she busy?
4. He is on holiday in the mountains.
5. My elder daughter is also in the mountains.
6. She is fond of skiing.
7. There are five of us.
8. This is my family.
9. I was in Moscow last year.
10. Nick and Pete are Russian businessmen.
11. One day they were at the Sheremetievo airport.
12. Have you been to London?
13. Have you been to England?
14. Now the businessmen are at the restaurant.

III. Вставьте нужную форму глагола to be и переведите предложения.

1. He ... born in 1985.
2. We ... students now.
3. We ... good friends in our group.
4. It ... an interesting book.
5. Who ... absent today?
6. He ... a student.

7. What ... he?
8. ... he a doctor ?
9. These ... my pencils.
10. Where ... this book? It ... on the table.
11. What ... their names?
12. Mary ... a girl.
13. Who ... he?
14. What ... you?
15. This man ... in the room.
16. How ... she?
17. How ... you? I ... fine.
18. How ... your friend?
19. ... he your son?
20. Tomorrow we ... at home.
21. ... you a sportsman?

IV. Вставьте to be в нужной форме:

1. There ... a telegram on the table.
2. ... there any telegrams from Moscow? Yes, there ... some.
3. ... there a flight for Moscow tomorrow? Yes, there
4. There ... much snow last winter.
5. There ... a lot of stars and planets in space.
6. ... there ... a lift in this building? -Yes, there
7. Some years ago there ... many old houses in our street.
8. There ... many places of interest in London.
9. ... there a lamp over the table? Yes, there
10. ... there anything interesting in today's mail?
11. There ... 7 days in a week.
12. There ... much work last week.
13. There ... many new houses in our street soon.
14. There ... 4 seasons in a year.
15. There ... a conference next week.
16. There ... nobody in the room when I came.

V. Перепишите предложения в прошедшем и будущем временах:

1. There is much snow in winter.
2. There are 4 theatres in our city.
3. There is no lift in our house.
4. There are many new books in our library.
5. There is little milk in the bottle.
6. There are 3 rooms in our flat.
7. There is a map on the wall.

VI. Найдите в тексте предложения с оборотом there is/are. Выпишите их и переведите на русский язык.

VII. Задайте 5 вопросов к тексту и ответьте на них.

ТЕКСТ 3

Economic systems **Market Economy**

In industrial countries market is to allocate resources and is the process by which production and consumption are controlled through prices.

A free market economy has no government intervention, so most modern economies are mixed with a different dose of government intervention. The optimal level of intervention is still a problem of great importance.

In free market economies there is not any government regulation of the consumption, production and exchange of goods. The level of economy regulation is different in different countries. In some countries it has grown in recent years, in others more freedom has been granted to firms and individuals. But the general tendency is to keep government regulation at a high level.

Mixed economies

In a true market economy the government plays no role in the management of the economy, the government does not intervene in it. The system is based on private enterprise with private ownership of the means of production and private supplies of capital, which can be defined as surplus income available for investment in new business activities. Workers are paid wages by employers according to how skilled they are and how many firms wish to employ them. They spend their wages on the products and services they need. Consumers are willing to spend more on products and services, which are favoured. Firms producing these goods will make more profits and this will persuade more firms to produce these particular goods rather than less favoured ones.

Thus, we can see that in a market economy consumers decide what is to be produced. Consumers will be willing to pay high prices for products they particularly desire. Firms, which are privately owned, see the opportunity of increased profits and produce the new fashionable and favoured products.

Do you know these words?

the means of production
to intervene

средство производства
вмешиваться

supply of capital	деньги, капитал
surplus	избыток, излишек
according to	в соответствии
to persuade	склонять
rather than	скорее чем
(to) be to	должен
consumer	потребитель

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

through	тратить
level	желать
consumption	уровень
private	возможность
wage	прибыль
to spend	посредством
opportunity	потребление
profit	возможность
to desire	частный

II. Раскройте скобки и употребите глаголы в Present Simple.

1. Factories (not/ to use) this method of processing.
2. Not only goods but also services (to be) important for consumers.
3. The industry (not/to use) the resources intensively.
4. The factory (to belong) to a Japanese company.
5. The primary sector (not/ to include) services to consumers.
6. There (to be) a lot of agricultural land in this part of the country.
7. Manufacturing (to grow) fast in the UK and mining (not/ to grow) fast now.
8. There (to be) several industries which (to belong) to the primary sector.
9. You (to be) a manager?

III. Сделайте следующие предложения утвердительными или отрицательными в зависимости от смысла, употребив глаголы в Present Simple.

1. Manufacturing industries (to be) important in all countries.
2. Agriculture (to include) crop and animal farming.
3. Mining (to belong) to the service sector.
4. Industries of the primary sector (to process) resources.
5. Fishing, forestry, and beekeeping (to be) industries of the secondary sector, they (to belong) to the primary sector.
6. Countries which (to be) rich in land (to produce) agricultural products.
7. Mining (to be) a very important industry in Russia.

8. Agriculture (to provide) goods for consumers and manufacturing.
9. In industrialized countries, the service sector (to grow) very fast.

IV. Раскрыв скобки, употребите глагол в форме настоящего продолженного времени.

1. The factory (to employ) new workers now.
2. They (to study) the economic situation in the area.
3. I (not/to learn) French, I (to learn) English.
4. They haven't sold the products, they (to sell) them now.
5. The two companies (to compete) in the market.
6. We (to apply) a new technology.
7. You (to work) at the report on a macroeconomic problem?
8. The consumption of fruit and vegetables (to increase) in our country.
9. Unemployment (to grow) at the moment?

V. Найдите в тексте глаголы в форме Present Simple и Present Continuous. Объясните употребление данных времен.

VI. Вы ознакомились с разными типами экономических систем. Чем они отличаются друг от друга? Выпишите ключевые слова, характеризующие ту или иную экономическую систему.

ТЕКСТ 4

Microeconomics

The word "micro" means small, and microeconomics means economics in the small. The optimizing behavior of individual units such as households and firms provides the foundation for microeconomics.

Microeconomists may investigate individual markets or even the economy as a whole, but their analyses are derived from the aggregation of the behavior of individual units. Microeconomic theory is used extensively in many areas of applied economics. For example, it is used in industrial organization, labor economics, international trade, cost-benefit analysis, and many other economic subfields. The tools and analyses of microeconomics provide a common ground, and even a language, for economists interested in a wide range of problems.

Optimization plays a key role in microeconomics. The consumer tends to maximize utility or satisfaction subject to the constraints imposed by income or income earning power. The producer tends to maximize profit or minimize cost subject to the technological constraints under which the firm operates. Optimization of social welfare sometimes is the criterion for the determination of public policy.

Do you know these words?

a key role	главная роль
to impose	облагать, налагать
to tend	иметь тенденцию, склоняться
common ground	общее основание, основа
as a whole	в целом
aggregation	совокупность
applied economics	прикладная экономика
subject to	подверженный
constraint	ограничение
to operate	действовать

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to mean	затраты
to provide	означать
to investigate	благосостояние
to use	область
area	диапазон
range	предоставлять
utility	исследовать
cost	использовать
welfare	полезность

II. Выберите правильный вариант ответа.

1. The site of Windsor (defended, was defended) by William the Conqueror
2. The building of the Castle (enlarged, was enlarged) continually.
3. The rooms (decorated, are decorated) with carvings by famous artists.
4. The furnishings of the Doll's House (design, are designed) at one-twelfth lifeseize.
5. Part of the Railway Station (has converted, has been converted) to a waxworks museum.
6. The museum recreates the scene in 1879 when a special train (has arrived, arrived) here to celebrate Queen Victoria's Diamond Jubilee.

III. Переведите предложения на русский язык.

1. Payment is received every month.
2. Documentary letters of credit are opened by the importer's bank.
3. The proceeds are reimbursed by the importer's bank.
4. Documentary collection bills are presented to the importer's bank

5. Now mail and telegraphic transfers are replaced by SWIFT messages.
6. A message can be delivered in under 20 seconds.
7. Over 1 million messages are sent every day.

IV. Раскройте скобки, употребите глагол в форме страдательного или действительного залога после модального глагола.

1. The principle of international cooperation (should/support) by all countries.
2. Private information in the Internet (must/protect) by new security means.
3. Either dry weather or a lot of rains (may/cause) poor harvest.
4. Students and schoolchildren (should/provide) with free Internet service.
5. The government (must/ensure) some benefits for less developed sectors of economy.
6. In difficult situations an American farmer (may/rely) on bank credit.
7. Most of the large firms (may/produce) one or a few products, for example, IBM (International Business Machines Corporation) produces computers. However, the largest manufacturing firms (may/engage) in various industries.
8. More public organizations (must/deal) with ecological problems in order to restrain exploitation of nature.

V. Найдите в тексте предложения, содержащие в себе страдательный залог.

VI. Что такое микроэкономика? Выпишите несколько ключевых слов из текста.

ТЕКСТ 5

Market and rates

The foreign exchange market is the market in which the currencies of different countries are exchanged for one another. The foreign exchange market is made up of thousands of people all over the world – importers and exporters, banks and specialists in buying and selling of foreign exchange called foreign exchange brokers.

The foreign exchange market opens on Monday morning in Tokyo, when it is still midnight on Sunday in London. As the day goes on the foreign exchange market also opens in Zurich, Frankfurt, London, New York and finally in Vancouver and Los Angeles.

Before these last two markets have closed, Tokyo is open again for the next day of business.

The price at which one currency exchanges for another is called a foreign exchange rate.

In the UK there are three possible foreign exchange rate regimes. They are:

1. Fixed exchange rate
2. Flexible (or floating) exchange rate
3. Managed exchange rate.

Under a fixed exchange rate regime, the value of the pound would be pegged by the Bank of England. Under a flexible exchange rate regime, the value of the pound will be determined by market forces with no intervention by the Bank of England. Under a managed exchange rate regime, the Bank of England will intervene in the foreign exchange market to smooth out fluctuations in the value of the pound but it will not seek to maintain the pound at an absolutely constant value for a long period of time.

Do you know these words?

foreign exchange rates	обменный курс валюты
fixed rate	фиксированный курс
flexible rate	гибкий курс
managed rate	управляемый курс
to peg	поддерживать
intervention	интервенция (купля-продажа центрального банком валюты с целью воздействия на курс национальной валюты)
to intervene	осуществлять интервенцию
to smooth out fluctuations	устранить колебания
constant	постоянный
<i>syn.</i> permanent	
to maintain	поддерживать
value	стоимость

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

currency	сила
to make up	возможный
world	стремиться
last	валюта
possible	последний
force	составлять
to seek	мир

II. Раскрыв скобки, употребите глаголы в форме будущего простого времени.

1. I don't think this plant (to produce) good radios.
2. They think the new car (to be) very good.
3. If you speak English, you (to get) a better job.
4. When they introduce the new method, productivity (to rise).
5. If the company raises labour efficiency, it (to become) more profitable.
6. You (to like) Professor Smith's lectures in economics.

III. Употребите правильные формы глаголов в предложениях с придаточными времени и условия.

1. Fewer workers (to employ) if the plant buys new equipment.
2. A student should read a lot of additional literature before he (to make) a report at the conference.
3. Students will be able to work during their summer holidays after they (to take) exams.
4. The farmers will be able to harvest crops in a short time if the weather (to be) fine.
5. The demand for a good may fall when the price (to raise).
6. The company may ask the bank for a credit if it (not/ to have) enough money.
7. Students should learn about the consumers' behaviour if they (to work) as managers after university.
8. It may be difficult to find a large variety of goods in the country after the government (to introduce) protective tariffs.

IV. Раскройте скобки, употребляя оборот to be going to

1. We (to go) to Paris on winter holiday.
2. My mother (to watch) TV in the evening.
3. I (not to read) any textbooks for the exam, I (to read) my lecture notes.
4. My friend (to take) a computer course this winter.
5. These students (to become) economists in five years.
6. I (to find) a job during my summer holiday.

V. В тексте найдите предложения, в которых употребляется Future Simple. Выпишите их.

VI. Объясните, в чем разница между фиксированным, управляемым и гибким курсом? Выпишите из текста слова, характеризующие эти понятия.

ТЕКСТ 6

Perfect competition

A model of industrial structure in which many small firms compete in the supply of a single product. Three primary features characterize a perfectly competitive industry. 1. There is a multitude of firms (buyers as well as sellers) all too small to have any individual impact on market price. Therefore, marginal revenue and price are equal. 2. All firms aim to maximize profit. 3. Firms can costlessly enter and exit the industry. Also, it is assumed that the outputs traded are homogeneous.

Perfect competition is economically efficient.

In the short run, profit maximization ensures that each firm will set its output so that its marginal cost is equal to its marginal revenue. To produce when marginal cost exceeds marginal revenue implies that cutting back production will save more than the revenue lost; and to produce when marginal revenue exceeds marginal cost implies that expanding production will increase revenue more than costs. Thus, marginal revenue will equal marginal cost. Moreover, under the price-taking assumption, the effect is that marginal cost equals price. This is efficient for the allocation of resources, because it ensures that no consumer will be deterred from buying something which he values more than it costs to make.

Do you know these words?

marginal revenue	предельный доход
short run	= short period
perfect	идеальный
supply	предложение
feature	особенность
homogeneous	однородный
to ensure	гарантировать
costs	издержки
to cost	стоить
to value	оценивать

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to compete	выйти
competitive	войти
impact	объем производства

equal	превышать
to enter	влияние
to exit	конкурировать
output	равный
to exceed	конкурентный, конкурентоспособный

II. Образуйте от прилагательных наречия и приведите сравнительную и превосходную степень тех наречий, которые ее имеют.

Domestic, actual, soon, close, different, rapid, independent, economical, free, essential, individual, natural, intelligent, local, possible, main, recent, uniform, profitable.

III. Образуйте степени сравнения прилагательных, обращая внимание на артикли.

1. The central regions of the country are (industrialized) than northern parts.
2. Living conditions in some Latin American countries are (bad) than in developing Asian countries.
3. It was (easy) to make a decision than economists thought.
4. This is (important) stage in the processing of the product.
5. Nowadays mining plants use (modern) machines than ten years ago.
6. Bananas require (hot) climate for growth than potatoes.
7. Consumers were interested in (cheap) goods of (high) quality.
8. Sometimes the work of a farmer is (difficult) than that of an industrial worker.
9. Food, clothes and a house are (necessary) things for man's life.
10. Angola is known as a (little) developed country.

IV. Переведите предложения на русский язык:

1. The more we work together, the more successful is our cooperation.
2. This brand of coffee is not so expensive as that one.
3. The lower is the price, the more you can buy.
4. Repairing cars is as profitable as selling them.
5. The more profits you get, the more you can invest into your business.
6. Our business is not as profitable as yours.
7. The earlier we get your order, the sooner you can receive the goods.
8. Today our prices are as low as they were a month ago.
9. The sooner you come, the better.
10. Our prices are not so high as those of our competitors.
11. The longer you stay in the hotel, the more you pay.
12. John knows Russian as well as English.
13. The more people know about the product, the better they buy it.

14. The longer is the delay in delivery the higher are the penalties.
15. The more you read, the more you know.

V. Выпишите из текста прилагательные. Проанализируйте их.

VI. Напишите 5 прилагательных, чтобы охарактеризовать экономику любой отдельно взятой страны. Придумайте предложения, в которых эти прилагательные можно было бы употребить в сравнительной и превосходной степени.

ТЕКСТ 7

Globalization of world economy

Globalization is understood as increasing internationalization of ideas, science, communication and technology that must be distinguished from economic globalization. The latter means the process of integration of markets, great changes in trade and finance and the establishment of the global economy.

The main aim of economic globalization is to change the world into one dynamic market which has uniform characteristics in different countries. Globalization should lead to a free mobility of capital as well as to privatization of the economy and a sharp reduction in government budgets. Besides, globalization means wide advertising of new consumer products all over the world, low taxes for producers both domestic and foreign and similar life-styles for people of different nationalities.

First steps towards globalization in Europe were made by the establishment of the Common Market in 1993 and the introduction of the “euro” as the new single currency for Europe on January 1, 1999. Since that time the euro has been used in foreign trade transactions by the countries which joined the euro-zone. Euro banknotes were introduced in circulation in 12 member-countries of the European Union on January 1, 2002.

Do you know these words?

to change into	превращаться
uniform (a)	одинаковый
transaction	сделка
to join	вступать, присоединяться
to distinguish from	отличать
to advertise	рекламировать
tax	налог
to introduce in circulation	вводить в обращение

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to understand	внутренний, отечественный
establishment	приводить
aim	создание, установление
to lead to	острый
sharp	создавать
low	понимать
domestic	низкий
to make	цель

II. Раскрыв скобки, употребите глагол в форме прошедшего простого времени.

1. What data the economist (to analyze) last year? – He (to analyze) the changes in prices for chocolate.
2. I (not/to study) economics last year.
3. My parents (not/to study) economics at the University, they (to study) medicine.
4. Trade between the two countries (to develop) well last year.
5. What goods this firm (to sell)?
6. They (to make) a correct decision? – No, they
7. Industry (to develop) fast at that time?

III. Раскрыв скобки, употребите глагол в форме прошедшего простого (Past Simple) или настоящего совершенного времени (Present Perfect).

1. You ever (to be) to China? Yes, we (to visit) it last month.
2. I (not/to finish) my report about exports of foodstuffs to developed countries yet, but I (to find) already the necessary data in the Internet.
3. In the 1960s, Mexico (to make) great progress in the development of its light manufacturing industry.
4. We (to see) just a documentary film on TV about Brazil which (to make) by the BBC a year ago.
5. Some African countries (not/to solve) the problem of education for all population yet, but they (to reach) a success in some industries recently.
6. The world population (to increase) in recent years because African and Asian population (to grow) very fast.
7. The economic growth in China (to be) the highest lately.
8. The prices for the goods of the company never (to be) so high before.
9. We (to see) the latest figures about the income per capita in the country, they (to publish) in a newspaper yesterday.

10. Since India (to become) an English colony, English (to be) an official language in the country and most Indians (to speak) it for many years.

IV. Переведите однокоренные слова и определите, какими частями речи они являются.

1. globe, globalization, global, globally
2. establish, establishment, established, establishing
3. advertising, advertise, advertisement, advertiser
4. reduce, reduced, reduction, reducing
5. introduced, introducing, introduce, introduction
6. competitive, competitiveness, compete, competition, competitor
7. participator, participation, participate, participating
8. promotion, promote, promoter, promoting
9. Europe, European, euro
10. circulate, circulating, circulation

V. Вставьте слова из предыдущего упражнения. Обратите внимание на то, какую часть речи следует использовать.

1. The ... in taxes usually stimulates production.
2. Both small and large companies spend money on ... in newspapers or on TV to promote their goods and services.
3. ... may help people to move from one country to another easily to seek for better jobs.
4. To get more profits companies try to ... goods.
5. The ... of the single currency has made transactions between different foreign companies much easier and faster.
6. The members of the ... Union started to use the ... as the single currency in ... in 2002.
7. Most countries of Central and Eastern Europe try to join the European Union as ... in such a union can provide certain benefits in trade.
8. Famous American companies such as Coca Cola, and McDonalds have already ... subsidiaries in Russia and they can successfully ... with domestic producers for consumers.

VI. Переведите предложения на русский язык, обращая внимание на глагол to be в качестве связки.

1. To understand this phenomenon is to understand the structure of market.
2. To explain this simple fact is not so very easy.
3. To get the profit in time was then of prime importance.
4. Our present concern is to discuss the information obtained during the flight.
5. The problem has been to handle such a transaction.

VII. Найдите в тексте случаи употребления Past Simple и Present Perfect.

VIII. Выпишите из текста существительные с характерными суффиксами. Образуйте от них другие части речи.

IX. Что такое глобализация в вашем понимании? Выпишите несколько слов, чтобы охарактеризовать это понятие.

ТЕКСТ 8

Business enterprises

Business enterprises usually take one of three forms: individual proprietorships, partnerships, or limited-liability companies (or corporations).

In the first form, a single person holds the entire operation as his personal property, usually managing it on a day-to-day basis. Most businesses are of this type.

The second form, the partnership, may have from two to 50 or more members, as in the case of large law and accounting firms, brokerage houses, and advertising agencies. This form of business is owned by the partners themselves: they may receive varying shares of the profits depending on their investment or contribution. Whenever a member leaves or a new member is added, the firm must be reconstituted as a new partnership.

The third form, the limited-liability company, or corporation, denotes incorporated groups of persons – that is, a number of persons considered as a legal entity (or fictive/artificial “person”) with property, powers, and liabilities separate from those of its members. This type of company is also legally separate from the individuals who work for it, whether they are shareholders or employees or both: it can enter into legal relations with them, make contracts with them, and sue and be sued by them. Most large industrial and commercial organizations are limited-liability companies.

Do you know these words?

proprietorships	предпринимательство
partnerships	партнерство
limited-liability companies	компания с ограниченной ответственностью
to sue	преследовать судебным порядком
enterprise	предприятие
that is	то есть
law firm	юридическая фирма
accounting	бухгалтерия

**brokerage
depending on**

брокерство
в зависимости от

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

entire	тип
property	вклад
type	полный
member	владеть
to own	большой
contribution	член
to consider	имущество
large	рассматривать

II. Переведите причастия:

Образец: receiving получающий – received полученный

stating – stated
drawing – drawn
accompanying – accompanied
notifying – notified
signing – signed
affecting – affected
influencing – influenced
following – followed
agreeing – agreed

III. Переведите предложения, обращая внимание на причастные обороты:

1. We enclose the letter received from the beneficiaries requesting details of the above transfer.
2. The letter mentioned above should be sent to the beneficiary.
3. The payment order referred to in your previous letter has been received by the customer.
4. We hope the amount transferred to your bank will be duly (своевременно) received.

IV. Переведите на русский язык следующие словосочетания с причастным оборотом:

services provided by the company; models made by economists; relationships studied by them; trade developed by these two countries; crops grown in the area; income distributed among many people

V. Переведите предложения, содержащие причастие I.

1. The workers taking part in the competition are sure of the success.
2. We visited one of the largest plants producing computers in our country.
3. They discussed the means reducing the cost of production.
4. It is possible to raise the output, installing the new equipment.
5. Trying to control the amount of money in circulation, the government influences the amount of investment, savings and expenditures in the economy.

VI. Найдите в тексте причастия. Выпишите их. Напишите глаголы, от которых эти причастия были образованы.

VII. Расскажите о существующих формах предприятий. Выпишите ключевые слова для каждой из форм.

ТЕКСТ 9

Monopolies versus Competition

Pure monopoly is a theoretical market structure where there is only one seller of a commodity or service, where entry into the industry is closed to potential competitors, and where the seller has complete control over the quantity of goods offered for sale and the price at which goods are sold. Pure monopoly is one of two limiting cases used in the analysis of market structure. The other is pure competition, a situation in which there are many sellers who can influence neither the total quantity of a commodity or service offered for sale nor its selling price. Hence, monopoly is the exact antithesis of competition. It is generally agreed that neither of these two limiting cases is to be found among existing market structures.

Do you know these words?

to agree	соглашаться
to be found	находиться
pure	чистый
seller	продавец
commodity	товар потребления
to offer	предлагать
quantity	количество
neither...nor	ни...ни
neither of	ни один из...

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

seller	конкуренция
service	среди
complete	точный
sale	услуга
to influence	полный
exact	продавец
competition	продажа
generally	влиять
among	в основном

II. Вставьте модальные глаголы *must*, *should*, *have to* или *to be to* в нужной форме.

1. The company... advertise the new product to attract more buyers.
2. The firm ... provide quality certificates for all its goods.
3. The government... stimulate the production of necessities and it... prevent the increase in prices.
4. The company ... pay taxes on its profits.
5. The new government policy ... ensure more jobs for population.
6. The trade policy of the Japanese government in the 1950s ... ensure rapid economic growth.

III. Переведите предложения на русский язык:

1. We have to sign a contract.
2. You are not allowed to smoke here.
3. Who is able to do this work?
4. He had to leave for Moscow earlier.
5. You are to deliver the goods by the 10th of May.
6. You are allowed to pay with your credit card.
7. They were able to do this work in time.
8. We shall be able to make a reduction in our prices.
9. You will be allowed to open a current account.
10. The remittance of money has to come in time.
11. The train is to come soon.
12. Will you be able to fulfill all contract obligations?

IV. Вставьте модальные глаголы *can*, *could*, *may* или модальный оборот *to be able to* в нужной форме.

1. Even at present computers ... (not) translate from one language into another without mistakes.

2. By means of computer programmes economists ... make more complex economic models in future.
3. In the past members of a farmer's family... produce most necessities on their farm, such as clothes and other things.
4. If the company employs a new manager, the productivity ... increase.
5. The firm was closed as it... (not) to pay its debts.
6. The librarian says that the students ... borrow books from the library but only for a week.
7. Manufacturing ... (not) develop before the Industrial Revolution of the 18th century.
8. Developing countries ... (not) become economically independent until they import less than they export.
9. The scarcity of natural resources... lead to serious conflicts between countries in future.

V. На основании лексики текста составьте 7 предложений, используя модальные глаголы и их заменители.

VI. Чем чистая монополия отличается от чистой конкуренции? Найдите в тексте подтверждение своих слов. Выпишите основные термины, касающиеся этих двух понятий.

ТЕКСТ 10

Monopolistic competition

Monopolistic competition or imperfect competition or imperfect market is one that is characterized by:

- many firms and buyers, that is, the market is comprised of a large number of independently-acting firms and buyers;
- differentiated products, that is, the products offered by competing firms are differentiated from each other in one or more respects;
- free market prevents new firms from entering the market or obstacles in the way of existing firms leaving the market.

Do you know these words?

competition	соревнование
to prevent from	мешать, препятствовать
to obstacle	препятствовать, создавать препятствия
one	слово-заместитель
that is	то есть

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

imperfect	составлять
to characterize	покидать
to comprise	отношение
independently	входить
respect	характеризовать
to enter	неидеальный
to leave	независимо

II. Переведите предложения с герундием:

1. Would you please stop writing to us at this address?
2. What are your reasons for refusing to pay this amount?
3. We are grateful to you for sending us the remittance.
4. Please excuse us for causing all this trouble.
5. The customers thanked the bank for giving them a loan (заем).
6. I like your way of doing it.
7. Who is responsible for effecting due payments?
8. We are interested in buying these goods.
9. We insist on being sent the documents.

III. Объедините следующие слова в синонимические пары:

to reach, prosperity, to establish, fast, to obtain, area, necessary, to affect, own, to provide, lately, to manufacture, single, to raise, development, to participate, adjustment, to promote, agriculture, to supply, industrialized, to engage, regulation, region, fundamental, to achieve, to create, whole, advanced, to support, essential, growth, to increase, domestic, animal, to produce, profit, recently, now, personal, to get, nowadays, total, to take part, various, to employ, income, rapidly, to stimulate, well-being, farming, only one, to maintain, livestock, basic, different, to influence

IV. Найдите в тексте герундий. Какие еще части речи образуются с использованием ing- форм?

ТЕКСТ 11

Organization of Petroleum Exporting Countries

Organization of Petroleum Exporting Countries (ОПЕК) is an organization established in 1960 to look after the oil interests of five countries: Iran, Iraq, Kuwait, Saudi Arabia and Venezuela. By 1973 a further eight countries had

joined the OPEC: Qatar, Indonesia, Libya, Abu Dhabi, Algeria, Nigeria, Ecuador and Gabon.

In 1973 OPEC used its power to administer oil prices away from the American oil corporations and the price of oil quadrupled from \$2.5 (American dollars) a barrel to over \$11.50 a barrel. The effect of this was balance-of-payments deficits in most oil-consuming countries and a period of protracted world recession. As a result, oil revenues began to fall, to which OPEC responded by increasing prices sharply again in 1979 from under \$15 a barrel to around \$28 a barrel.

OPEC is often cited as an example of a successful producers' CARTEL. In a 'classical' cartel market supply is deliberately restrained in order to force prices up by allocating production QUOTAS to each member. Interestingly, in OPEC's case because of political difficulties formal quotas have not been used to cut production until very recently.

Do you know these words?

to look after	заботиться
oil	нефть
to administer	управлять
revenue	доход
cartel	картель
to force up	заставить повыситься
to increase	увеличивать
to allocate	размещать
deliberately	умышленно
to cut	сокращать
because of	из-за
increasingly	все больше и больше
case	случай

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to join	реагировать
to use	интересно
recession	цена
price	спад
to fall	успешный
to respond	использовать
successful	присоединяться
interestingly	падать

II. Измените предложения двумя способами так, чтобы использовать инфинитив цели.

Образец: Managers study the situation in the market as they want to know how many goods to produce.

1) Managers study the situation in the market to know how many goods to produce.

2) Managers study the situation in the market in order to know how many goods to produce.

1. We study economics as we want to work as managers.
2. Farmers grow animals as they want to produce meat and milk.
3. Factories and plants use fuel and energy as they are necessary to process resources.
4. Companies produce goods as they want to sell them.
5. Mining gets minerals from the earth as it must provide resources for manufacturing.
6. Factories process resources as they want to sell them as goods.
7. Economists make models because they want to use them in economic analyses.

III. В тексте найдите инфинитив цели. Предложения выпишите.

IV. Расскажите об организации стран-экспортеров нефти. Напишите краткий план текста, используя ключевые слова.

КОНТРОЛЬНЫЕ РАБОТЫ

ВАРИАНТ 1

Economic systems

All economic systems must decide what, how, and how much to produce. Also, they must decide how and to whom the resulting goods and services will be distributed. In the ideal centrally planned system all economic decisions are made by a small group of planners, the government owns all property resources, and the emphasis is placed on the common good. In the ideal market system private individuals own most factors of production, the government plays no role in economic decision-making, and the forces in the marketplace determine answers to the basic economic questions. Almost every country in the world uses a form of either the centrally planned or the market system. In practice market economies often adopt some of the characteristics of centrally planned economies. Similarly, countries using the centrally planned system will adopt some practices of the market system.

ВАРИАНТ 2

Profit

It is essential to distinguish a few different concepts of 'profit.

'Profit' in everyday life means advantage or good obtained from something. Besides it can mean money gained in business.

'Profit' for an accountant means simply the difference between total receipts and total costs.

For an economist 'profit' has a much wider meaning. It is the revenue derived from the use of resources minus the opportunity cost of using those resources. The economist attaches a cost to the use of retained earnings since they could receive revenues if used out-side the business.

ВАРИАНТ 3

Taxation

Taxation means government receipts from the imposition of taxes on persons' and businesses' income, spending, wealth and capital gains, and on properties. Taxes are used by the government for a variety of purposes, including (a) to raise revenue for the government to cover its own expenditure

on the provision of social goods such as schools, hospitals, roads, etc. and social security payments made to individuals in case of unemployment, sickness, etc.; (b) as an instrument of fiscal policy in regulating the level of total spending (AGGREGATE DEMAND) in the economy; (c) to alter the distribution of income and wealth; (d) to control the volume of imports into the country. In national income analysis taxation is a withdrawal from the circular flow of national income.

ВАРИАНТ 4

Marketing

The American Marketing Association, the organization of marketing specialists in the United States and Canada, states that “marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.” Many people incorrectly believe that marketing is the same thing as advertising or personal selling. This statement shows that marketing is far broader activity. Further, this statement stresses the importance of beneficial exchanges that satisfy the objectives of those who buy and those who sell ideas, goods, and services.

To serve both buyers and sellers marketing is to discover the needs of prospective customers and satisfy them. These prospective customers include both individuals buying for themselves and organizations buying for their own use (such as manufacturers) or for resale (such as wholesalers or retailers). To achieve these two objectives is the idea of exchange.

ТЕКСТ 1

Production Life Cycle

Products have been viewed as having a life cycle. The products life cycle concept describes the stages which a new product goes through in the marketplace: introduction, growth, maturity and decline.

The introduction stage of the product life cycle occurs when the product first enters the market, sales grow slowly, and profit is little.

The second stage of the product life cycle, growth, is characterized by rapid increases in sales, and it is in the stage that competitor appears.

The third stage, maturity, is characterized by a leveling off of total industry sales revenue. Also, marginal competitors begin to leave the market. Most consumers who will buy the product are either repeat purchasers of the item or have tried and abandoned it.

The decline stage is the beginning of the end and occurs when sales and profits are steadily dropping. Frequently a product enters this stage not because of any wrong strategy of the company but because of environmental changes.

Do you know these words?

to level off	выравнивать
to abandon smth	отказываться
through	через
stage	стадия
increase	увеличение
revenue	доход
either...or	или...или
to occur	происходить
because of	из-за

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to describe	относящийся к окружающей среде
growth	спад
decline	рост
to grow	падать

profit	расти
rapid	устойчиво
steadily	описывать
to drop	быстрый
environmental	прибыль

II. Раскройте скобки, поставьте глаголы в нужную форму страдательного залога:

1. The faulty goods (to return) to the Seller yesterday.
2. The production of this company (to exhibit) till the end of the month.
3. Why this letter (not/to answer)?
4. The consignment (to take) to the warehouse today, and (to ship) tomorrow morning.
5. This room (to use) only on special occasions.
6. Letters must (not/to type) on bad paper.
7. This letter (not/to read) because the envelope (not/to open).
8. Hooks may (not/to use) when loading the cases.
9. Usually the correspondence (to receive) every day, but it (not/to receive) yesterday.
10. This letter (to leave) unanswered yesterday.
11. Thousands of new houses (to build) every year.
12. This computer (not/to use) for a long time.
13. The amount (to remit) to the Seller tomorrow.
14. We (to inform) that the payee has not yet received the funds.
15. These funds (not/to credit) to the beneficiaries' account yet.

III. Раскрыв скобки, употребите глагол в форме страдательного залога прошедшего простого времени.

1. When this book (to write)?
2. These goods (to produce) in Great Britain.
3. Not many bank services (to provide) for clients in the Soviet Union.
4. I (not/to teach) French at school, I (to teach) English.
5. Several models (to make) by the economists.
6. Such a situation (to predict) by economists long ago.
7. Consumers' behaviour (to study) by a group of economists.
8. This plant (to build) 80 years ago.
9. Who (to make) the manager of the factory?

IV. Раскрыв скобки, употребите глагол в форме настоящего совершенного времени в страдательном залоге.

1. The degree of concentration (to increase) in this country recently.
2. Prices of electricity (to raise) already twice this year.

3. New wind and water energy sources (to develop).
4. Applied fields of economics (to teach) to students of different universities.
5. A high living standard (not/to reach) in most developing countries yet.
6. How the degree of competition (to influence) by the increase in the number of firms in the industry?
7. No changes (to make) to distinguish the new product from identical products.

V. В тексте найдите предложения, в которых используется страдательный залог. Определите, какое время было использовано.

VI. Составьте краткий план текста. Для каждого пункта плана выпишите ключевые слова. Перескажите текст по-русски.

ТЕКСТ 2

Factors of Production

The resources that go into the creation of goods and services are called the factors of production. The factors of production include natural resources, human resources, capital and entrepreneurship. Each factor of production has a place in economic system, and each has a particular function. People who own or use a factor of production are expecting a “return or reward”. This generates income which, as it is spent, becomes a kind of fuel that drives the economy.

Natural Resources or “Land”

Natural resources are the things provided by nature and used to create goods and services. They include such things as minerals, wildlife and timber resources. Economists also use the term “*land*” when they speak of natural resources as a factor of production. The price paid for the use of land is called rent. Rent becomes income to the owner of the land.

Do you know these words?

good	товар
service	услуга
entrepreneurship	предпринимательство
to own	владеть, иметь в собственности
to generate	создавать
fuel	топливо
to provide	обеспечивать

Capital

To the economist, physical capital (or “capital” as it is commonly called) is something created by people to produce other goods and services. A factory, tools and machines are capital resources because they can be used to produce other goods and services. The term *capital* is often used by business people to refer to money they can use to buy factories, machinery and other similar productive resources. Payment for the use of someone else’s money, or capital, is called *interest*.

Entrepreneurship

Closely associated with labor is the concept of entrepreneurship, the managerial or organizational skills needed by most firms to produce goods and services. The entrepreneur brings together the other three factors of production. When they are successful, entrepreneurs earn profits. When they are not successful, they suffer losses. As the reward to entrepreneurs for the risks, innovative ideas and efforts that they have put into the business, they obtain the money that remains after the owners of land, labor and capital have received their payments.

Do you know these words?

tool	инструмент
to produce	производить
term	термин
interest	процент
closely	близко, тесно
skills	навыки, мастерство
to bring together	соединять
to suffer losses	нести потери
to obtain	получать, добиваться

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to include	доход
each	создавать
people	платить
to expect	каждый
income	ожидать
to create	включать в себя

to pay	люди
factory	получать
machine	приписывать
to refer	награда
production	завод
reward	машина, станок
innovative	платеж
to receive	инновационный
payment	производство

II. Укажите, в каких предложениях most имеет значение «большинство».

1. Economist is the most popular profession with young people now.
2. Most economic problems are discussed by the government at the meetings every week.
3. The USA is the most industrialized country in the world today.
4. The supply of fuel is one of the most serious problems for most European countries.
5. The President usually makes the final decision about most social programs in the country.
6. Most of the lands in the North of the country have not been used yet.
7. The problem of economic independence is most essential for developing countries.

III. Переведите на русский язык:

1. I called every morning to see if there was any news.
2. He came here to speak to me, not to you.
3. The car was waiting at the door to take them to the station.
4. To explain the problem he drew diagrams all over the blackboard.
5. The steamship "Minsk" was chartered to carry a cargo of timber from Leningrad to Hull.
6. Under clause 35 the charterers were to supply the steamer with icebreaker assistance to enable her to enter or to leave the port of loading.
7. To meet the increased demand for industrial goods, a great number of new shops have been opened in the towns and villages.
8. The first lot is ready for shipment, but to economize on freight we have decided to ship it together with the second lot.
9. Please send us your instructions at once to enable us to ship the machines by the 20th of May.

IV. Найдите в текстах предложения, содержащие в себе инфинитив. Как они переводятся?

V. Расскажите о факторах производства. Какими ключевыми словами их можно охарактеризовать?

ТЕКСТ 3

GDP and GNP

Gross Domestic Product (GDP) is the total money value of all final goods and services produced in an economy over a one-year period. Gross domestic product can be measured in three ways:

- a) the sum of the value added by each industry in producing the year's output (*the output method*),
- b) the sum of factor incomes received from producing the year's output (*the income method*),
- c) the sum of expenditures on the year's domestic output of goods and services (*the expenditure method*).

Gross National Product (GNP) is the total money value of all final goods and services produced in an economy over a one-year period plus income from abroad (interest, rent, dividends and profits). GNP is an important measure of a countries' general economic prosperity.

Do you know these words?

GDP	внутренний валовой продукт
GNP	внешний валовой продукт
value	стоимость
to measure	измерять
measure	мера
way	способ
to receive	получать
to add	добавлять
output	объем производства
expenditures	расходы, затраты

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

total	важный
sum	за границей
industry	общий, суммарный
domestic	процветание
abroad	сумма

important промышленность
prosperity внутренний, отечественный

II. Образуйте сложные существительные и переведите их.

Образец: English, a man – Englishman – англичанин

1. a school, a girl
2. a week, an end
3. a bed, a room
4. a birth, a day
5. news, paper

III. Переведите следующие словосочетания:

market analysis, labour economics, labour market study, goods and services prices, growth economics problems, actual economic situation details, consumer behaviour, future prediction, growth mechanism, agriculture and manufacturing relationship, mineral resources prices, agricultural product price growth, area development, trade growth prediction, life insurance, payment agreement, tin trade, home market prices, meat price decrease, five-year plan, ten-pound note

IV. Объедините следующие слова в синонимические и антонимические пары:

equipment, to employ, rapidly, social, retired, unemployment, work, to hire, to seek, active, insufficient, public, area, to look for, employment, region, labour, machinery, sufficient, private, fast.

V. Найдите в тексте примеры существительных в функции определения и выпишите их.

VI. Расскажите, в чем отличие ВВП от ВВП. Выпишите ключевые слова, характеризующие эти термины.

ТЕКСТ 4

The law of demand

Demand is a key concept in both macroeconomics and microeconomics. In the former, consumption is mainly a function of income; whereas in the latter, consumption or demand is primarily, but not exclusively, a function of price. This analysis of demand relates to microeconomic theory.

Much economic analysis focuses on the relation between prices and quantities demanded, the other variables being provisionally constant. At the

various prices that can prevail in a market during some period of time, different quantities of a good or service will be bought. Demand, then, is considered as a list of prices and quantities, with one quantity for each possible price. The relation between price and quantity is usually called the law of demand.

Do you know these words?

key	главный, ключевой
law	закон
the former	первый (из упомянутых)
the latter	последний (из упомянутых)
consumption	потребление
variable	переменная величина
to buy (bought)	покупать

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

demand	доход
income	возможный
price	преобладать
relation	спрос
quantity demanded	цена
prevail	взаимосвязь
possible	количество спроса

II. Употребите глагол в утвердительной или отрицательной форме.

1. The term “macroeconomics” (to use) in the 19th century.
2. The British economist J.M. Keynes (to develop) microeconomics. He (to write) a book on macroeconomic problems in 1935.
3. Macroeconomics (to consider) economy in all its relationships.
4. Microeconomics (to analyze) distribution of products and income among consumers and firms.
5. There (to be) an economic depression early in the 1930s. It (to require) the development of an economic theory.
6. Development economics (to be) one of the three main approaches to economics.
7. High living standards (to achieve) by means of proper government policies.
8. Foreign firms (to dominate) tobacco industry in Russia in the 1990s.
9. Russia’s economy (to grow) fast in the 1990s.
10. Prices for fuel and energy (to grow) in this country now.

III. Раскрыв скобки, употребите глагол в форме страдательного или действительного залога простого будущего времени.

1. When and where (to hold) the next OPEC meeting?
2. With the development of the system of mobile phones in Russia the price for this service (to fall).
3. The construction of new manufacturing plants (to ensure) economic security for the country.
4. The price for oil (to change) in accordance with the demand and supply in the world market.
5. If little wheat is produced this summer, additional grain (to buy) in order to meet the demand on the domestic market.
6. New technologies used in modern agriculture mean that no additional area (to cultivate), but more productive crop varieties (to sow) by farmers.
7. If people continue to cut trees on such large areas, it (to cause) problems with the supply of oxygen in atmosphere in future.
8. The results of this research work (to recognize) if they are supported with statistical data.

IV. Найдите в тексте случаи употребления страдательного залога. Предложения выпишите. Образуйте отрицательную и вопросительную форму.

V. Задайте 3 вопроса к тексту и ответьте на них. Какие ключевые слова будут использованы в вашем ответе?

ТЕКСТ 5

Changes in consumer demand

Increases or decreases in demand are changes in the quantities that will be bought at any possible price. Changes in demand are shifts or movements of the entire demand curve. A shift to the right means an increase in demand. It can come from any one or a combination of the following: a change in consumer desire or taste, sometimes caused by advertising; a rise in consumers income; a rise in the prices of substitutes; or a fall in the prices of complements. Of course, opposite changes in these factors cause a decrease in demand. An exception here applies to inferior goods, which are defined as those goods and services bought in smaller amounts as consumer incomes rise.

In an uncertain economy, especially an inflationary one, price expectation can affect demand. For storable commodities, when consumers believe that expected future prices will be higher, buyers tend to increase their current demand.

Do you know these words?

commodity	товар потребления
to cause	вызывать
a substitute	товар-заместитель
current	текущий, в настоящий момент
a complement	товар-дополнение
range	диапазон
increase	увеличение
decrease	уменьшение
advertising	реклама
inferior	низкое качество

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

quantity	подъем
to buy	спад
shift	сдвиг
movement	влиять
curve	количество
to mean	полагать
rise	кривая
fall	движение
to affect	покупать
to believe	означать

II. Выберите причастие I или II и переведите словосочетания на русский язык:

employers (creating/created) new jobs; wages (paying/paid) to workers; unemployment rate (going/gone) down under conditions of economic growth; retirement pensions (paying/paid) from the private pension funds; a man (applying/applied) for a job; the Internet provider (limiting/limited) free access to some resources; skills (differing/differed) from those (requiring/required) by the employers

III. Образуйте из следующих словосочетаний словосочетания с причастием I в функции определения:

Образец: a student who is reading – a reading student; incomes that vary from year to year – incomes varying from year to year
the company that leads in manufacturing mobile phones; the enterprise that is employing workers; energy scarcity that is increasing; high demand that raises

prices; scientists who study climate; students who make progress in English; the degree of risk that is growing; the farm that raises wheat; efficiency that grows further; a conflict that leads to war

IV. Выберите причастие I или II:

prices (affecting/affected) by market forces; farms (raising/raised) wheat and other crops; livestock (raising/raised) in southern regions; enterprises (working/worked) successfully; recently (buying/bought) machinery; supply of agricultural products (depending/depended) on weather conditions; a book (dealing/dealt) with problems of education economics, consumption (growing/grown) every year; differences in buyers' behaviour (considering/considered) by the economist

V. Найдите в тексте предложения, в которых использованы причастия и причастные обороты. Выпишите причастия и определите, от каких глаголов они образованы.

VI. Что такое потребительский спрос? Укажите ключевые слова, которые необходимо использовать при описании этого термина.

ТЕКСТ 6

Recruiting

Managers perform various functions, but one of the most important and least understood aspects of their job is proper utilization of people. Research reveals that worker performance is closely related to motivation; thus keeping employee motivated is an essential component of good management. In business motivation refers to the stimulus that directs the behavior of workers toward the company goals. In order to achieve company goals, managers must be aware of workers' needs.

Recruiting good people is a difficult task. It is *time-consuming* and *costly*. But a well-chosen labor force will be more productive than a poorly-chosen one. Do a good job of selecting and recruiting employee and they will stay with you. People who work a territory for years build up goodwill for the company; they become well-acquainted with the customers' needs and are able to give advice based on experience. Customers place a lot of confidence in such people. A poorly-selected labor force means a high staff turnover.

A manager who has an understanding of what the employee wants from work will have a better chance of having more satisfied and productive employees.

Do you know these words?

turnover	текучесть (раб. силы)
recruiting	набор рабочей силы
to utilize	использовать
performance	деятельность, работа
to keep	поддерживать, сохранять
time-consuming	требующий много времени
costly	дорогостоящий
employ	нанимать на работу
employee	рабочий, служащий
goodwill	(хорошая) репутация

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to perform	рабочая сила
the least	исследование
research	выполнять
closely	важный
essential	направлять
to direct	наименее
goal	близко
task	цель
labor force	задача
advice	совет

II. Найдите в предложениях герундий. Переведите предложения:

1. We inform you of crediting your account with the sum of \$500.
2. I am grateful for his helping me.
3. What is the purpose of sending the invoice?
4. We thank you for sending us your catalogues.
5. The way of covering is indicated in the Payment Order.
6. We would greatly appreciate your sending us the duplicate advice as soon as possible.
7. We look forward to being of service to you.
8. We cannot locate receiving the above remittance.
9. We would appreciate hearing from you in the future.
10. We authorize you to make payment by debiting our account with you.
11. We would appreciate your considering the matter urgently.

III. Переведите предложения на русский язык.

1. I have no hope of seeing him soon.
2. The idea of spending our holidays on the Volga belongs to my brother.
3. You can improve your pronunciation by reading aloud every day.
4. I shall not be able to translate this document without looking up a few words in the dictionary.
5. He understands the importance of learning foreign languages.
6. On receiving the telegram I rang the director up immediately.
7. In planning your work for next month you should take this into consideration.
8. I felt great satisfaction in doing this work.
9. There are special ships for transporting timber.
10. I must finish this work before going home.
11. He decided to send her a letter by air mail instead of sending a telegram.
12. He succeeded in finishing his work in time.
13. They have just finished loading the steamer.
14. This work is far from being easy.
15. He is against informing them of it now.
16. I am thankful to you for answering my letter so quickly.

IV. Переведите предложения. Укажите значение слова «order».

1. In order to run an enterprise efficiently the manager must have industry-specific knowledge.
2. The words in a dictionary are in alphabetical order.
3. In order to achieve the highest efficiency of the enterprise, the economist analyzes the production process.
4. The machine now is in perfect running order.
5. The government takes different measures in order to keep inflation low.
6. Mixed economy is an economic order of most countries in the world.

V. В тексте найдите предложения, в которых употребляется герундий. Предложения переведите.

VI. Составьте краткий план текста. К каждому пункту плана выпишите ключевые слова.

ТЕКСТ 7

Labour market

Labour market is a market that provides for an exchange of work for wages. The supply side of the market is represented by individual workers or trade unions bargaining on a collective basis. The demand side of the market is represented

by firms who are requiring labour as a factor input in the production process.

The determination of wage rates in labour markets depends upon the supply of and demand for labour. The supply of labour depends upon the size of the population, school-leaving and retirement ages, geographic mobility, skills, training and experience, entry barriers to professions and jobs and many other things.

The demand for labour is influenced by, for example, the size and strength of demand for the goods and services produced by workers, the proportion of total production costs, and the labour used in the production process.

The labour market cannot be regarded as a single homogeneous market but must be seen as a number of separate labour markets each with its own particular characteristics. For example, a group of workers such as surgeons, whose skills are in limited supply and the demand for whose services is high, will receive a high wage rate; by contrast, office cleaners, who require little or no training or skill, are usually in high supply in relation to the demand for their services, so their wage rates are comparatively low.

Do you know these words?

labour	труд
market	рынок
wage	зарплата
trade union	профсоюз
input	вложения
determination	определение
to depend (on)	зависеть от
to bargain	заключать сделки
to account for	объяснять
to influence	влиять
costs	издержки (производства)
training	профессиональная подготовка
in relation to	по отношению к

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

exchange	низкий
basis	суммарный
to represent	обмен
to require	производить
rate	размер
size	уровень, ставка

strength	основа
to produce	относительно
total	представлять
homogeneous	сила
low	однородный
comparatively	требовать

II. Образуйте сравнительную и превосходную степени сравнения прилагательных, обращая внимание на правила правописания: few, high, low, fast, easy, cheap, necessary, proper, big, important, essential, serious, old, expensive, small, early

III. Переведите на русский:

1. This book is not so interesting as that one.
2. The Baltic Sea is not so warm as the Black Sea.
3. The more you read, the more you know.
4. My brother is not as tall as you are.
5. The earlier you get up, the more you can do.
6. Today it is as warm as it was yesterday.
7. Your room is as light as mine.
8. John knows Russian as well as English.
9. Mary is not so lazy as her brother.
10. The longer the night is, the shorter the day.
11. The less people think, the more they talk.

IV. Образуйте от прилагательных, стоящих в скобках, сравнительную или превосходную степень, в зависимости от смысла:

1. The Trans-Siberian railway is the (long) in the world.
2. The twenty-second of December the (short) day in the year.
3. Iron is the (useful) of all metals.
4. The Neva is (wide) and (deep) than the Moskva River.
5. Elbrus is the (high) peak in the Caucasian mountains.
6. His plan is (practical) than yours.
7. His plan is (practical) of all.
8. This room is (small) than all the rooms in the house.
9. London is the (large) city in England.
10. Silver is (heavy) than copper.
11. This wall is (low) than that one.
12. This exercise is (good) than the last one.

V. Заполните пропуски словами as ... as, so ... as:

1. The temperature to-day is ... high ... it was yesterday.

2. He is not ... old ... he looks.
3. He is ... strong ... his brother.
4. This street is ... wide ... the next one.
5. The trunk is not ... heavy ... I expected it to be.
6. His radio set is not ... powerful ... mine.
7. She is ... tall ... her sister.

VI. Найдите в тексте прилагательные. Поставьте их в превосходную и сравнительную степень.

VII. Расскажите о рынке труда. Какие ключевые слова необходимы для вашего рассказа?

ТЕКСТ 8

What is a central bank?

Just as a prudent driver keeps an eye on the road and a hand on the wheel, every country's central bank watches economic data carefully and adjusts the money supply in an effort to keep the economy headed in the right direction.

Instead of taking deposits and making loans as normal banks do, a central bank controls the economy by increasing or decreasing the country's supply of money. Cranking up the printing presses is not the only way for a central bank to increase the economy's supply of money. In fact, in most modern economies printed notes and coins are only a small percentage – often less than 10 percent – of the money supply. Central banks usually print only enough currency to satisfy the everyday needs of businesses and consumers.

Since most “money” is actually nothing more than a savings or checking account at a local bank, the most effective way for a central bank to control the economy is to increase or decrease bank lending and bank deposits. When banks have money to lend to their customers, the economy grows. When the banks are forced to cut back lending, the economy slows.

Do you know these words?

wheel	зд.руль
to keep an eye on	следить за...
to lend	давать займы
data	данные
money supply	денежная масса
to satisfy	удовлетворить
since	так как, поскольку

savings
checking account

сбережения
чековый вклад

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

country	уменьшать
effort	увеличивать
instead	страна
to control	попытка
modern	местный
to increase	вынуждать
local	современный
to decrease	вместо
to force	контролировать

II. Переведите предложения на русский язык, обращая внимание на перевод инфинитива.

1. To maximize utility is to reach the maximum possible level of utility.
2. To maximize utility, the consumer has to solve the problem of choice.
3. To have no transactions with the rest of the world is to act within a closed economy.
4. To have some new transaction, our enterprise is ready to sign a contract.
5. To increase spending, the government creates a budget deficit.
6. To create a budget deficit is to reduce taxation and to increase expenditures.
7. To replace most fuels by others is to rise prices for other fuels.
8. To replace old machinery, we should have enough profit.

III. Вставьте модальные глаголы can, could, may, must.

1. If there are a few firms in an industry, the change in the behaviour of one firm ... influence other firms.
2. ... developing countries enter the European Union? – No, they....
3. The firm ... increase its profits by means of new materials or technologies.
4. Any crisis in the economy of the USA... seriously influence the economies of other nations.
5. Any country ... follow some rules in international trade.
6. ... Russia supply its population with necessary amounts of gas and petrol? – Yes, it....
7. British farmers ... (not) ensure the required quality of meat when there was an infection among animals a few years ago.
8. You ... have a special licence to import or export exotic animals.

IV. Вставьте must, should или to have to, to be to в нужной форме.

1. The building firm ... finish the construction of the new plant this year.
2. There are no parking facilities for manufactured cars, so the company ... buy some land.
3. The workers... produce the first 100 cars by the end of the year.
4. African countries ... buy a large part of machinery and equipment for their plants from developed countries.
5. The engineers... follow the instructions how to use new equipment.
6. Last year the local government... (not) spend much on transport facilities as they were well maintained.
7. Companies trading in the world market... ensure high standards.
8. When most countries of Central Europe exhausted their coal resources they... import large quantities of gas and oil from abroad.
9. The government... spend more money to improve sports facilities in the country in order to involve more children in sports.
10. Such large countries as the USA and Canada ... (not) import wheat because they produce this crop on large areas in their countries.

V. Найдите в тексте глагол to be. Обратите внимание на его использование.

VI. Задайте 5 вопросов к тексту и ответьте на них. Для ответа напишите ключевые слова.

ТЕКСТ 9

Forms of money

Many years ago a great variety of commodities (wheat, salt, gold, silver) served as a medium of exchange in economies based in the division of labour. At the same time other forms of money developed. They are referred to as credit money or money without material value because their value as a means of payment is greater than their nominal value. For example, the paper on which a £ 100 banknote is printed is worth much less than the banknote's nominal value. This is also true of most coins used nowadays. In addition to the notes and coins in circulation, "cashless" means of payment were introduced.

These include checks, transfer orders and credit cards which became popular long ago. The progress made in computer technology led to new forms of cashless payments. These forms of money were called "deposit or giro money".

Do you know these words?

variety	разнообразие
medium of exchange	средство обмена
division	разделение
develop	развиваться
means of payment	средство платежа
note	банкнота
transfer order	переводной платеж
in circulation	в обращении
giro money	деньги жиро

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

commodity	ценность
to serve	включать в себя
value	вводить
to print	популярный
coin	печатать
to introduce	приводить
to include	популярный
popular	служить
to lead to	товар

II. Переведите предложения на русский язык, обращая внимание на значение существительного means и глагола to mean.

1. To start business a manufacturer should buy the necessary means of production.
2. Nowadays people can easily communicate with each other by means of the Internet.
3. Oligopoly means a market condition in which relatively few firms produce identical or similar products.
4. A high tariff on imported goods is a possible means to reduce domestic demand for these goods.
5. For many developing countries the US assistance meant economic dependence.
6. New means of communication have appeared with the introduction of computers in people's life.
7. The development of trade relations will mean larger international income.

8. A plane is known as the quickest means of travel to the farthest places on the earth.
9. What does the term “economic security” mean in economic theory?

III. Переведите однокоренные слова и определите, какими частями речи они являются.

1. depend, dependence, interdependence, independence, independent
2. necessary, necessities, necessarily, unnecessary, unnecessaries
3. vary, various, variety
4. secure, security
5. relative, relatively
6. profit, profitable, profitability, profitably, profitless, unprofitable
7. maintain, maintenance
8. communicate, communication
9. possible, possibility, impossible, possibly, contribute, contribution, contributor

IV. Вставьте в пропуски слова из предыдущего упражнения в нужной форме.

1. The USA is known as one of the main ... to many international funds.
2. Such means of... as the Internet is widely used by businessmen and in e-commerce (электронная коммерция).
3. A lot of technological processes greatly... on the supply of electricity.
4. In economics food, water, clothes and a house are known as the main ... for man's life.
5. It is ... for companies to provide proper ... systems in order to keep their future plans secret from competitors.
6. The level of living does not ... greatly in main industrialized countries, it is ... the same.
7. If costs are higher than the business is... and the firm will go bankrupt.
8. It is important for national governments to ... trade facilities such as roads, railways, sea ports, and airports in good condition.

V. Объедините следующие слова в синонимические и антонимические пары:

equipment, to employ, rapidly, social, retired, unemployment, work, to hire, to seek, active, insufficient, public, area, to look for, employment, region, labour, machinery, sufficient, private, fast.

VI. Выпишите первые три предложения текста. Подчеркните в них подлежащее и сказуемое. В каком времени выражен глагол-сказуемое в этих предложениях?

ТЕКСТ 10

Monetarism

The supply of money is the dominant influence on nominal income. The level of economic activity is determined primarily by the supply of money.

Changes in the money supply are to cause changes in nominal income. The level and growth of money supply are determined by the actions of the central bank.

In the long run, the influence of money is on the price level and other nominal magnitudes. In the long run, real variables, such as real output and employment, are determined by real, not monetary, factors, such as the stock of capital goods, the size and quality of the labour force, and the state of technology.

In the short run, supply of money influence real variables. Money is the dominant factor causing cyclical movements in output and employment. In the short run, prices, including wage rates, are not perfectly flexible. Hence, when the quantity of money changes, prices do not make the full adjustment. Output and employment are also affected.

The private sector is stable. Instability in the economy is primarily the result of government policies.

Do you know these words?

money supply	денежная масса
(to) be to	должен (модальный глагол)
long run	длительный период
magnitude	величина
variable	переменная величина
stock	запас
capital	главный, основной
state	состояние
employment	занятость
wage rate	уровень зарплаты
to make adjustment	приспосабливаться
to affect	влиять, воздействовать

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

influence	цена
level	в основном

primarily	политика
to cause	влияние
to determine	вызывать
price	гибкий
size	движение
quality	стабильный
movement	качество
flexible	уровень
stable	размер
policy	определять

II. Раскройте скобки, употребите глагол в форме настоящего или прошедшего простого времени в действительном либо в страдательном залоге.

1. Economists (to consider) a firm as an economic unit.
2. The company (to distribute) its goods in many Russian cities but some goods (to distribute) in European countries.
3. The family income (not/to rise) last year.
4. Consumers (to provide) with both goods and services in this supermarket.
5. The living standard of population (to fall) last year?
6. New workers (to employ) by the company every year?

III. Раскройте скобки, укажите время глагола:

1. He (know) several foreign languages.
2. We (learn) about this from your letter.
3. Usually the delivery (begin) after our reception of your payment.
4. He often (visit) them last year.
5. As a rule we (sell) the goods by lots.
6. She (work) abroad next year.
7. She (not/receive) the mail yesterday.
8. Our customers usually (ask) many questions.
9. At present he (work) with a big trade firm.
10. Mr. Smith is not in. He (go) away five minutes ago.
11. He (write) the letter but he (not/send) it.
12. We already (made) the order.
13. I (not see) him for three years.
14. She (answer) it on Tuesday.
15. When the inspectors (arrive)? – They (arrive) tomorrow at 2.00.
16. He (go) to Moscow next week?
17. I can't go out because I (not finish) my work.
18. I already (tell) you the answer yesterday.
19. We already (answer) your letter.

20. We just (send) you our quotations.
21. What she (do) now? – She (type) the contract.
22. They (go) to Moscow some days ago.
23. We (discuss) your plan tomorrow at 10 o'clock.

IV. Проанализируйте текст. Определите, какие временные формы были использованы.

V. Задайте 4 вопроса к тексту и ответьте на них. Выпишите ключевые слова, необходимые для ответа.

КОНТРОЛЬНЫЕ РАБОТЫ

ВАРИАНТ 1

Free Market

In a free market, competition takes place among sellers of the same commodity, and among those who wish to buy that commodity. Such competition influences the prices prevailing in the market. Prices inevitably fluctuate, and such fluctuations are also affected by current supply and demand.

When people who are willing to sell a commodity contact people who are willing to buy it, a market for that commodity is created. In a perfect market, communications are easy, buyers and sellers are numerous and competition is completely free. In a perfect market there can be only one price for any given commodity: the lowest price which sellers will accept and the highest which consumers will pay. There are, however, no really perfect markets, and each commodity market is characterized by special conditions. It can be said, however, that the price ruling in a market indicates the point where supply and demand meet.

ВАРИАНТ 2

Stability and Efficiency

All economic systems try to keep the business cycle stable. The business cycle reflects fluctuations in economic activity that recur over a period of years. An ideal business cycle produces a gradual, steady rise in output. In reality, there are periods of decreasing as well as increasing activity, which can be dramatically sharp. The practical goal of an economic system is to make these fluctuations as smooth as possible. In practice it seeks to maintain steady average wage and price levels.

The second fundamental goal of economic systems is efficiency. A society must make the best use of its limited store of resources. Two types of efficiency are important. Technical efficiency refers to “full employment” of resources or the production of maximum output using available inputs in the most efficient manner. Economic, or allocative, efficiency refers to the match between individual preferences and the economy’s products. When an economy is economically efficient the goods and services which it is producing match the purchasing preferences of its customers.

ВАРИАНТ 3

Commercial Banking

Commercial banks are designed to make a profit for their stockholders. They receive money in the form of deposits, savings or repayments from the public, then lend it at interest to borrowers. Profit is made primarily from interest. Obviously, banks do not keep most of the money they receive; indeed the bank will have on hand only enough to pay those customers who want to withdraw their money on a given day. A modern bank usually needs no more than 2 percent of its money in cash. Yet law requires the same bank to deposit a sixth or seventh of its resources in non-earning funds.

ВАРИАНТ 4

The World Bank and the International Monetary Fund

World Bank or International Bank for Reconstruction and Development is a multinational institution set up in 1947 (following the Bretton Woods Conference, 1944) to provide economic aid to member countries – mainly developing countries – to strengthen their economics. The Bank has supported a wide range of long-term investments including infrastructure projects such as roads, telecommunications and electricity supply; agriculture and industrial projects including the establishment of new industries, as well as social, training and educational programmes.

The Bank's funds come largely from the developed countries, but it also raises money on international capital markets. The Bank operates according to 'business principles' lending at commercial rates of interest only to those governments who are able to repay their debts. In 1960, however, it established an agency, the *International Development Association*, to provide low-interest loans to its poorer members.

Another affiliate of the World Bank is the *International Finance Corporation* which can invest directly in companies by acquiring shares.

ТЕКСТ 1

Functions of money

People accept money in exchange for goods and services. But the role of money depends on the state of development of an economy. Money has become an essential element of economies based on the division of labour, in which individuals have specialized in certain activities and enterprises have focused on manufacturing specific goods and rendering specific services. In order to make transactions as simple and efficient as possible, the introduction of a generally accepted medium of exchange is necessary.

Money performs the function of a medium of exchange or means of payment with goods being exchanged for money and money for goods. At the same time it also acts as a unit of account.

Money is a store of value, as part of an individual's income may be set aside for future consumption.

These three functions of money – medium of exchange, unit of account and store of value – can only be fulfilled if there is great confidence in its stability of value. Safe monetary stability is the primary task of the central banks all over the world. Moreover, the central bank has the function of regulating the money supply in order to guarantee a smooth functioning of the monetary system.

Do you know these words?

money supply	денежная масса
to render a service	предоставлять услугу
in exchange for	в обмен на...
to depend on	зависеть от
essential	существенный
division	разделение
to manufacture	производить
medium of exchange	средство обмена
means of payment	средство платежа
unit of account	единица счета
same	тот же (самый)
store of value	средство сбережения
confidence	доверие

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to accept	задача
development	особенный
certain	предприятие
specific	определенный
enterprise	мир
to perform	принимать
to act	гладкий
consumption	развитие
task	потребление
world	выполнять
smooth	действовать

II. Поставьте глаголы, данные в скобках, в нужную форму.

1. The degree of economic interdependence between different countries in the world (to increase) today as a result of close trade relations.
2. Even now the protective tariffs (to impose) on the export of some manufactured goods from Latin American countries to Europe.
3. Modern and improved transport facilities (to build) in Moscow in the near future.
4. Some economists (to think) that such organizations as the World Trade Organization, the International Monetary Fund, and the World Bank (may/to replace) by new organizations in order to develop new trade and investment rules.
5. Harvard University (to have) this name because in 1638 John Harvard (to leave) all his money to a school that later (to become) the well-known university.
6. You (to lose out) if you (to pay) in dollars when their value (to fall).
7. If the company (to establish) a subsidiary in this country, its goods (to become) cheaper and more competitive in Russia.

III. Раскрыв скобки, употребите глагол в нужной форме (Past Simple Tense, Present Simple Tense, Present Perfect Tense), в действительном или страдательном залоге.

1. The European Economic Union (to form) in 1958.
2. A new policy of advertising goods (to introduce) by the firm recently.
3. Not much money (to require) for the company to start business a month ago.
4. The OPEC (to include) many oil producers, however, it (not/to supply) all the world's oil.
5. The market for computers (to increase) since the prices for old models (to fall).

6. The government (not/to cope) with the problem of high unemployment yet.
7. Russia (to know) as an important oil producer in the world market.
8. The USA and Canada (to become) the members of the Organization for Economic Cooperation and Development in 1960.
9. What (to cause) energy scarcity in recent years?
10. Global energy crisis (not/to take) place for the last five years.
11. The number of workers engaged in the service sector in the USA (to grow) in recent decades.
12. What industrial economics (to deal) with?
13. Consumption of foodstuffs (not/to rise) lately.

IV. Вставьте слова в нужной форме: to deal with; a competitor; applied; various; loss; recent; to cope with; to engage; closely connected; scarcity; to influence; profit; an adjustment; equipment; a consumption; an enterprise (2); a competition; a degree; a rise.

1. The economics of energy is... with industrial economics.
2. Labour economics ... such problems as employment, unemployment, education etc.
3. Agricultural economics as one of the ... fields is very important for countries with a large agricultural sector.
4. Governments in developing countries try... the problem of economic dependence on developed countries.
5. There is a great... of qualified specialists such as teachers, doctors, mechanics in agricultural areas.
6. The behaviour of a monopolist greatly ... the price for the industry's products.
7. Sometimes government ... are necessary to protect domestic producers from foreign
8. There is a strong... among large companies in the world market.
9. The ... of price control is low in this country.
10. Any manager studies the ...and ... of his company before he makes decisions about its work.
11. There are manufacturing ... as well as agricultural... in this area.
12. ... universities and laboratories have been invited by the government to work at this project. Now very many qualified specialists are ... in this work.
13. The ... in ... of oil products has increased their price.
14. A lot of new... has been bought by the factory in... years.

V. Проанализируйте первый абзац текста. Какие временные формы были использованы?

ТЕКСТ 2

Gradualist Monetarism

If the Central Bank increases money supply, according to Gradualist Monetarists, the reaction of the economy is reflected in an increase in prices to more extent than an increase in output. Although there could be a rise in output as well. Restoration of output till the potential level can take longer time than the New Classical economists think. The wages are rather rigid in the short-run.

Fiscal and monetary policies could be effective in the short-run, but government policy is, in general, undesirable. The economy will automatically return back to the full-employment level any way. In the long-run, the government policy will lead to inflation, as the output stays at the full-employment level.

The government should keep money growth at a low and constant rate. The low rate of money growth ensures no inflation in the long-run; the constant level of monetary increases leads to no exacerbating cycles in the economy. On the other hand, tight monetary policy is not recommended; it can lead to a slump because wages and prices adjust only slowly. And there should be no sharp changes in government policy. Only gradual ones must be implemented in order to give the economy time to adjust wages and prices. Hence, the aims of the government policy are to increase the potential output and to prevent or to reduce inflation.

Do you know these words?

money supply	денежная масса
on the other hand	с другой стороны
exacerbate	усиливать, обострять
slump	резкий спад, кризис (экон.)
to more extent	в большей степени
according to	в соответствии с...
policy	политика
short run	короткий период времени
as well	также, тоже
rate	уровень
tight	жесткий

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to increase	постепенный
to reflect	резкий

level	думать
to think	удерживать
to lead to	сокращать
to keep	уровень
to ensure	отражать
sharp	повышать
gradual	предотвращать
to prevent	приводить
to reduce	обеспечивать

II. Раскрыв скобки, употребите глаголы в нужной форме.

1. In the past clothes (to make) by individuals, now clothes (to make) both by individuals and at big factories.
2. Some years ago the plant (not/to manufacture) televisions, it only (to manufacture) radios. Now both radios and televisions (to manufacture) here.
3. Such a situation (not/to predict) by the group of economists who (to study) the problem last year.
4. Prices for fuel (to grow) last year?
5. Industrial products (to manufacture) in the area? – No, it is an agricultural area. Only some agricultural products (to process) here at small factories.
6. The plant (not/to employ) new workers this year.
7. All data (to consider) before a decision (to make).
8. High living standards (to achieve) in West European countries after World War II.
9. Unemployment (to be) very high in the 1930s in the USA.
10. The market of services (to develop) very fast in Russia in the 1990s.
11. There (to be) forces in the Parliament that opposed the decision which (to make) by the government.

III. Измените предложения, употребив глагол в форме страдательного залога.

1. Banks provide new services for consumers.
2. Economists use models in order to study actual relations in an economy.
3. The economists predicted the growth of unemployment.
4. We consider individuals as suppliers of labour and capital.
5. The government achieved high employment.
6. The economist chose correct methods and models for his analysis.
7. They employ many workers in the service sector.
8. They developed mining industry in the 19th century in Great Britain, but in the 20th century they closed down many mines.
9. He wrote the book in 1968.
10. They followed these principles in the analysis of the economic situation.

IV. Измените следующие предложения, употребив глаголы в форме страдательного залога.

1. They are raising labour efficiency by means of new machinery.
2. The government policy is changing economic conditions in the region.
3. The economists are studying the distribution of labour force in the country.
4. They have bought new equipment.
5. Demand and supply influence prices of goods.
6. Japan produces a variety of electronic equipment.
7. They are developing a new technology to use less oil.
8. They are analyzing natural conditions of the region.
9. The company has increased prices of its goods.
10. Under conditions of competition companies are introducing new better products.

V. Переведите предложения на русский язык, обращая внимание на функцию инфинитива.

1. I asked you to come to inform you of it.
2. I will take a taxi not to miss the train.
3. He is not strong enough to take part in such an expedition.
4. He is too tired to go there now.
5. I have come in order to speak to you about an important matter.
6. He went to the library to take the magazines and books which he needs for his examination in Political Economy.
7. He is clever enough to understand it.
8. He read the rule several times in order to understand it better.

VI. Найдите в тексте предложения, в которых использован страдательный залог.

ТЕКСТ 3

Pure Exchange Part 1

Assume there is a market where there are individuals, each of whom starts with given amounts of various commodities. Each one would like to make trades that will result in a number of goods preferred to those goods to be exchanged. The theory assumes that for each trader the purpose of trade is to improve the trader's position. Hence, the trader would not willingly leave the market with the goods worth less than his or her initial holdings. The theory also assumes that each trader owns the commodities to be traded and they can be traded on terms that are possible for the parties directly involved in an exchange. Each trader may accept or reject the terms offered.

Do you know these words?

to result in	приводить к чему-либо
amount	количество
commodity	товар потребления
to exchange	обменивать
holdings	вклады
to own	владеть
on terms	на условиях
party	сторона (участвующая в сделке)

Part 2

Competition requires voluntary exchange so that no trader is compelled to accept or reject offers without freely given consent. The exchange implies, therefore, a voluntary agreement among those who are directly involved in the transaction on the terms that each one willingly accepts.

In pure exchange, although the total quantity of the commodities exchanged among the parties is constant, each one must regard the obtained goods as worth more than the exchanged goods. If the parties can reach agreement on mutually beneficial terms of exchange, the result is an allocation of the commodities among the individuals that must make at least one of them better than before.

Do you know these words?

to be compelled	быть обязанным
to imply	подразумевать
among	среди
transaction	сделка
to involve	вовлекать
allocation	размещение

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to assume	возможный
purpose	отклонять
to improve	принимать
possible	предполагать
directly	цель
to accept	улучшать
to reject	напрямую

competition	постоянный
to require	взаимно
consent	согласие
agreement	конкуренция
constant	требовать
mutually	соглашение

II. Переведите предложения:

1. Your instructions should have been issued for the same sum in dollars.
2. The sum should have been remitted long ago.
3. The original Bill of Lading should be sent to us.
4. We ask you to return our advice which should not have been sent to you.
5. The funds should be credited to the account of the sellers.

III. Раскройте скобки и переведите модальные глаголы в соответствующем времени.

1. Today they (должны будут) prepare the document for tomorrow's meeting.
2. In the late 1940s, the Japanese government (могло) maintain only a very low level of living for the most part of population. However, the country (смогла) develop its industry by introduction of new technologies.
3. The country did not harvest enough crops last year, so it (была вынуждена) import additional foodstuffs.
4. Some small European industrialized countries (могут) provide large credits for developing countries.
5. Some economists think that such rapidly developing Asian countries as China and Taiwan (смогут) overtake the USA in high-tech in future.
6. Nowadays some goods manufactured in developing countries (могут) compete successfully in the world market.
7. The scientists (следует) study better how people's activities influence the earth's climate and ecology.
8. Belgium (вынуждена была) specialize only in some manufactured goods, for example, in cars.
9. Early in the 20th century, developing countries (не могли) enter the world market as there were strong trade barriers.
10. A small nation (не должна) produce all manufactured goods as it (может) import them at a lower price from other countries.

IV. Переведите предложения на русский язык, обращая внимание на перевод инфинитива.

1. Our aim was to include all information that came to our attention up to October, 31.

2. The primary task of economic analysis is to make economic phenomena intelligible by basing it on individual purposes and plans
3. The aim is to demonstrate how economic analysis can generate information that is valuable for us.
4. The object of this book is to explain how the market operates.
5. The function of the staff is to maintain the service of plants, to assist in finding raw materials and to give advice if necessary.
6. The purpose of this book is to help the reader understand capitalism.
7. One of the reasons to study economics is to develop a better understanding of where capitalism will be going in the future.
8. The usual method of scientific puzzle-solving is to carefully state a hypothesis.
9. Our preferred method of research is to study an economic event or institution historically.
10. The only solution is to buy even more of what is still the cheapest food available.
11. The fundamental idea is to examine the forces behind relative prices in a causal sense.
12. The next step is to investigate the value of labor itself.

V. Переведите предложения на русский язык, обращая внимание на перевод инфинитива в функции определения.

1. We shall study goods to be produced next year.
2. The problem to consider next is concerned with unemployment.
3. There are some other price fluctuations to be considered at this point.
4. There are some other groups of consumers to be mentioned.
5. Here are some more figures to be referred to later.

VI. Найдите в тексте модальные глаголы. Выпишите предложения, используя вместо модальных глаголов их эквиваленты.

ТЕКСТ 4

Labour Economics Part 1

Labour economics studies the functioning of the market for labour, its participants – workers and employers – and the resulting wages and employment. It is an important subject because unemployment affects the public most severely. Full employment is a goal of many governments.

Let's have a look at major concepts of labour economics.

Labour force is the number of employed people plus the unemployed seeking work. It does not include those who are not looking for work such as prisoners

or the disabled, stay-at-home spouses, children or the military. Labour force depends on the size of population and its natural growth, immigration and retirements.

The unemployment rate is the number of unemployed workers expressed as a percentage of the labour force. Natural rate of unemployment is a result of time needed to find a job and of mismatch between workers' skills and skills demanded by employers. Unemployment beyond the natural rate results from insufficient demand in economy.

Do you know these words?

stay-at-home spouse	домохозяйка
employment	занятость
unemployment	безработица
labour force	рабочая сила
disabled	нетрудоспособный
to look for	искать
skills	мастерство, навыки
to result from	происходить из-за...

Part 2

Labour economics focuses on labour markets which are both similar to markets of goods and differ from them. Perhaps the most important difference is the way in which demand for labour influences its supply and price. In markets for goods, if the price is high, more goods will be produced until the demand is met.

If wages rise the supply of labour, in many situations, will not be increased. The supply will not be changed or even less labour will be supplied as workers take more time off to spend their increased wages.

Another difference of labour market from other markets is a greater role of non-economic factors both for workers and employers. Workers more willingly apply for jobs where they have personal connections and they are more willingly hired there. Group membership, race or nationality of the worker influences firms' hiring decisions.

Do you know these words?

to meet the demand	удовлетворять спрос
to influence	влиять
to increase	увеличивать, повышать
both...and	и...и

employer	наниматель
to apply for...	обращаться за чем-то
race	раса
to hire	нанимать

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to study	работодатель
participant	естественный
employer	изучать
wage	цель
goal	выражать
to depend on	население
population	зависеть
to express	участник
natural	заработная плата
market	производить
to differ	тратить
price	повышать
to produce	работа (рабочее место)
to rise	рынок
to spend	решение
job	отличаться
decision	цена

II. Вставьте причастия I или II.

1. Large nations relatively well (providing/provided) with fundamentals may follow the policy of self-sufficiency.
2. Small nations (imported/importing) large amounts of foodstuffs and natural resources are more dependent on the world market.
3. The country (following/followed) the policy of self-sufficiency should rely only on its domestic resources.
4. Enterprises (manufacturing/manufactured) final goods get higher profits than enterprises which only export resources.
5. The government policy (restraining/restrained) trade cannot ensure prosperity of such a country.
6. Protective tariffs (introduced/introducing) by the government last month may only lead to conflicts in foreign trade.
7. The government (reduced/reducing) the import of foreign goods in the country may make domestic producers less competitive.
8. The livestock (grown/growing) on this farm has been sold recently.

9. Recently (increasing/increased) influence of monopolies can be restrained by special government laws.
10. Universities (maintained/maintaining) high requirements to their students are recognized for their better education.

III. Переведите предложения на русский язык.

1. I haven't yet looked through all the magazines sent to us from Moscow.
2. The machines ordered from the Moscow factory will arrive in a few days.
3. I have already corrected all the compositions written by the students in (or: of) my group.
4. Show me the list of students learning English.
5. All the students taking part in this work must come to the Institute at six o'clock to-night.
6. He gave me the list of newspapers and magazines received by our library.
7. While reading this text, I came across some interesting expressions.
8. Being a good engineer, he was able to fulfil this work in a short time.
9. In his article there are a lot of figures illustrating the development of our industry.
10. He sat at the table looking through the correspondence received the day before.
11. He showed us the list of goods exported by this organization.
12. The railway line connecting this village with the town was built last year.
13. The workers discharging the steamer will be free in an hour.

IV. Найдите в тексте причастия. Напишите глаголы, от которых они образованы.

ТЕКСТ 5

Investment

Investment as a term has two meanings:

1. Expenditure on the purchase of financial securities such as stocks and shares. It is also called financial investment. Portfolio investment is undertaken by persons, firms and financial institutions in the expectation of earning a return in the form of interest or dividends, or an appreciation in the capital value of the securities.

2. Capital expenditure on the purchase of physical assets such as plant, machinery and equipment (fixed investment) and stocks (inventory investment), i.e. physical or real investment.

In economic analysis, the term "investment" is considered to relate specifically to physical investment. Physical investment creates new assets thereby

adding to the country's productive capacity, where financial investment only transfers the ownership of existing assets from one person or institution to another.

The long-term significance of investment lies in the contribution it makes to economic prosperity. Building new factories, adding new machinery and equipment, and investing in new techniques and products enables industry to supply a greater quantity of more sophisticated products and services to the consuming public, while similar investments in social capital (schools, health, etc.) are sure to contribute to the up-grading of general living standards.

Do you know these words?

expenditure	расходы
securities	ценные бумаги
stocks	облигации
shares	акции
to earn	зарабатывать
return	прибыль
interest	процент
assets	активы
fixed investment	основная инвестиция
inventory investment	инвентарная инвестиция
contribution	вклад
upgrading	повышение качества

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

purchase	создавать
to call	добавлять
institution	называть
plant	владение
equipment	здоровье
to create	количество
to add	покупка
ownership	учреждение
prosperity	услуга
quantity	процветание
service	завод
health	оборудование

II. Переведите на русский язык, обращая внимание на перевод герундия.

1. Do you mind my closing the window?
2. His being appointed chief engineer at our plant is probable.
3. There is no chance of their calling on us tonight.
4. Seeing him this week is impossible for us.
5. There is no hope of your receiving a letter from him soon.
6. We were informed of the ship having arrived at the port.
7. You will excuse my asking you again.
8. We insisted on his coming with us.
9. Would you mind his coming to your lecture?
10. They informed us of the cargo having been insured.
11. Answering them immediately is the only way to sign the contract.

III. Переведите на русский язык, обращая внимание на перевод герундия.

1. Have you got the means of helping him now?
2. She was quite disappointed at not seeing them there again.
3. What is worth doing at all is worth doing well.
4. Before signing the contract he wanted to get the approval of the chairman.
5. There was no chance of finding a vessel of the required size.
6. The sellers were informed of the importance of preparing the goods for shipment immediately.
7. The arbitrators found that the shipowners had not exercised due diligence by allowing the steamer to start without sufficient bunker coal.
8. The cost of repairing the damage sustained by the steamer through being delayed in the ice is estimated at 4,000 roubles.
9. Extensions are being made to the factory with a view to increasing the output.
10. We insisted on the goods being packed in double bags.
11. We objected to the ore being shipped in bulk.
12. They informed us of the vessel having left the port.
13. We have heard of an agreement having been reached.
14. Can you depend on their executing the order carefully?
15. The buyers had not the right to transfer their rights and obligations under the contract without the sellers' consent being previously obtained.

IV. Переведите на русский язык, обращая внимание на перевод инфинитивной конструкции «Сложное подлежащее».

1. He seems to know all about this matter.
2. The question appears to be of great importance to them.
3. The results of the test seemed to have disappointed them.
4. He seemed to want to do it himself.
5. He didn't appear to be surprised at this news.
6. The goods don't appear to have been packed very carefully.

7. He doesn't seem to have been discouraged by his failure.
8. She seemed to have been waiting for a long time.
9. The plan proved to be a great success.
10. This plant seems to have been producing such equipment since 1946.
11. There seem to be no objections to their proposal.
12. There proved to be another solution of the problem.

V. Проанализируйте текст и выпишите все -ing формы. Какими частями речи они являются?

ТЕКСТ 6

The terms

In order to employ factors of production, a firm has to have finance. This is usually divided into working capital and fixed capital. Working capital is for purchasing single-use factors or 'variable factors'. They are labour, raw materials, petrol, stationery, fertilizers, etc. Finance for working capital can be obtained from a variety of sources: banks, trade, credit, finance companies, tax reserves, inter-company finance, advance deposits from customers and the government. For example, a company may secure some funds through the Enterprise Allowance Scheme which on conditions provides an allowance of £40 per week for a year when starting a new business.

Fixed capital covers factors which are used many times—factories, machines, land, lorries, etc. Some finance for fixed capital is therefore required initially for advance payments on factory buildings, machinery and so on before the firm is earning revenue, though it is possible to convert fixed capital into working capital by renting buildings, hiring plant and vehicles or by leasing or buying on deferred payments through a finance company.

Thus many companies, especially new ones, raise capital, both working and fixed, by borrowing, by selling their shares.

Do you know these words?

advance deposit	авансовый счет
working capital	оборотный капитал
allowance	денежные выплаты, помощь
variable (factors)	изменчивый, неустойчивый
fixed capital	основной капитал
working capital	оборотный (рабочий) капитал
to raise capital	собирать (капитал) деньги
tax	налог

customer	потребитель
through	через, посредством
vehicle	транспортное средство
to borrow	брать взаймы
share	акция
term	термин

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

to employ	торговля
to provide	предоставлять
labour	разделять
raw materials	использовать
trade	труд
to provide	земля
per week	требовать
land	сырье
to require	в неделю

II. Поставьте глаголы, стоящие в скобках, в страдательный залог и в требуемом по смыслу времени:

1. Don't enter the room! A student (to examine) there.
2. The event (to report) by the newspapers.
3. After the accident he (to take) home immediately.
4. I am sure that his work (to complete) the end of the month.
5. Some new magazines just (to bring). Would you like to look them through?
6. We think that the ship (to charter) next week.
7. The goods not (to examine) yet at custom-house. When they (to examine)?
8. The question which (to discuss) now at the conference is very important.
9. This bridge (to build) in 1954.
10. The documents not (to sign) yet by our manager. They (to check) now.

III. Измените следующие предложения, употребив глагол в форме страдательного залога.

Образец: The company is going to hire a lot of workers. — A lot of workers are going to be hired (by the company).

1. The economist is seeking data about unemployment in this area.
2. The law will not increase the retirement age.
3. The local government has created some jobs for the unemployed this year.
4. Americans spend more money on sports and healthy food now than twenty years ago and they are going to spend still more money on them.

5. The law limits the number of hours worked by workers every day.
6. Economics neglected unpaid labour in the past.
7. The government will raise the minimum wage.

IV. Переведите предложения, содержащие инфинитив в функции обстоятельства цели.

1. This method is not accurate enough to give reliable results.
2. In order to understand the importance of this event you should know all the facts.
3. The other firms can hold their prices in order to gain market share.
4. The trust or cartel assigns production quotas to its members in order to keep production down.
5. They had to become even bigger in order to control prices.
6. The firm will normally adjust its output in order to maintain its target price.
7. Large U.S. firms need to merge in order to compete with large Japanese and European competitors.
8. Government can head off inflationary pressure by running a surplus budget in order to reduce demand.

V. Найдите в тексте инфинитив цели.

VI. Найдите в тексте предложения, в которых употребляется страдательный залог.

ТЕКСТ 7

Attractions of mixed economy

Mixed economy as a system is, at first view, attractive. The economy adjusts automatically to meet changing demands. No planners have to be employed, which allows more resources to be available for production. Firms tend to be highly competitive in such an environment. New advanced products and low prices are good ways to increase sales and profits. Since all firms are privately owned they try to make the largest profits possible. In a free market individual people are free to have their own interests. They can become millionaires, for example. Suppose you invent a new kind of car. You want to make money out of it in your own interests. But when you have that car produced, you are in fact moving the production possibility outwards. You actually make the society better by creating new jobs and opportunities, even though you become a millionaire in the process, and you do it without any government help or intervention.

Do you know these words?

government	правительство, государство
intervention	вмешательство
to meet demands	удовлетворить спрос
since	так как, поскольку
which	что
to employ	нанимать
environment	среда
(to) have to	должен, вынужден
to move outwards	перемещать за границу
jobs	рабочие места

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

attractive	прибыль
available	повышать
competitive	цена
price	продажа
to increase	прибыль
sale	привлекательный
profit	доступный
kind	возможность
to invent	вид
opportunity	конкурентоспособный

II. Переведите на русский язык, обращая внимание на инфинитив в функции определения.

1. The first question to be considered is whether the offer of the sellers should be accepted.
2. A committee headed by him began to work out a resolution to be presented to the conference.
3. The plan of our work will be discussed at the meeting to be held on May 25.
4. The barges loaded with coal were towed to the dock where the vessel to be coaled was lying.
5. The buyers agreed to accept the goods at a price to be fixed by arbitration.
6. We have discussed the terms to be included in the letter of credit to be opened by the buyer in favour of the seller.
7. The hydroelectric power plant to be constructed in this region will be of great importance for the development of local industries.
8. The new vessel to be launched in a few days is equipped with powerful engines.

9. The goods to be loaded on this steamer consist of different kinds of machinery.

III. Переведите предложения на русский язык, обращая внимание на перевод страдательного залога:

1. My watch is made of steel.
2. Knives are generally made of steel.
3. These books are sold here.
4. These books are sold out.
5. As my watch was broken, I had to buy a new one.
6. The roof of my house is painted every year.
7. The letter is written in ink.

IV. Переведите предложения на русский язык, обращая внимание на перевод in order to.

1. As the working class spends more, the capitalist class will invest more in order to meet the growing demand.
2. The application of this new philosophy was necessary in order to save capitalism.
3. A school district issues bonds in order to build new schools.
4. Costs are determined by the prices of the things the company must buy or rent in order to produce its products.
5. If there is a shortage of new automobiles, manufacturers will schedule more overtime or add another shift in order to take advantage of the high levels of demand.
6. In order to answer this question, we need to know the wage rate and the interest rate.
7. The firm decreased its productivity in order to increase profits.
8. A new culture of management had to be developed in order to administer multi-plant firms.

V. Найдите в тексте предложения, в которых использован страдательный залог.

ТЕКСТ 8

Production function

Production function is a function that shows for a given state of technological knowledge the relationship between physical quantities of factor inputs and the physical quantities of output involved in producing a good or service.

It is important to emphasize that factor inputs can be combined in a number of different ways to produce the same amount of output. One method which

is technically the most efficient is the one which uses the only small amounts of labour, while another method may employ large quantities of labour and only a little capital. In physical terms the method which is technically the most efficient is the one which uses the fewest inputs. Economists are more concerned with the costs aspects of the input-output relationship, specifically the least costly way of producing a given output. Such relationships can be analysed using special schemes, formulae and maps.

Do you know these words?

formulae (pl. of formula)	формулы
to depend on/upon smth	зависеть от чего-либо
to depict notation	изображать, описывать запись; изображение условными знаками, цифрами, буквами
to combine terms	соединять выражения, язык, способ выражения; условия
specifically the same	специально, особенно; в частности тот же самый, такой же
given	данный
state	состояние
to involve	вовлекать
few	несколько, немного
costs	издержки
input	вложения
output	объем производства
costly	дорогостоящий

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

function	эффективный
relationship	функция
quantity	карта
a number of	ряд
efficient	взаимосвязь
a little	количество
map	мало

II. Переведите предложения на русский язык.

1. It is necessary for you to be here at 5 o'clock tomorrow.

2. It is easy for him to do it.
3. It is difficult for us to do this work in such a short time.
4. It is very difficult for her to translate this article.
5. It is very difficult for us to get this information.
6. It is necessary for the documents to be sent off to-day.
7. It is very important for him to receive the documents this week.

III. Переведите предложения на русский язык, обращая внимание на времена страдательного залога.

1. My watch is fast, it cannot be relied upon.
2. The time of shipment has been agreed upon.
3. The goods were disposed of by auction.
4. The clause proposed by the buyers was objected to by the sellers.
5. We cannot change the terms of payment which were agreed upon negotiations.
6. The speaker, who was listened to with great interest, spoke about the use of atomic energy for peaceful purposes.
7. The terms agreed upon were advantageous for both the parties.
8. The article of the agreement objected to during the negotiations must be reconsidered.

IV. Переведите предложения на русский язык, обращая внимание на различные функции слова one.

1. One must do one's duty.
2. One sees other people's faults sooner than one's own.
3. When one does not know grammar, one often makes mistakes.
4. In such circumstances one sometimes doesn't know what one should do.
5. One might have expected a politer answer from him.
6. One must always observe the traffic regulations.
7. His room is good, but the one you live in is much better.
8. I liked this story very much, but I disliked the one you told us yesterday.

V. Найдите в тексте слово one. Обратите внимание на то, какую функцию оно выполняет и как переводится.

ТЕКСТ 9

Theory of the Consumer Part 1

The individual consumer or household is assumed to possess a utility function, which specifies the satisfaction, which is gained from the consumption of alternative goods. The consumer's income or income-earning power

determines which quantity is available to the consumer. The consumer then selects a good that gives the highest possible level of utility. With few exceptions, the consumer is treated as a price taker – that is, the consumer is free to choose whatever quantities income allows but has no influence over prevailing market prices. In order to maximize utility the consumer purchases goods so that the rate of substitution for each pair of goods equals the rate of substitution given by the ratio of their market prices. This basic utility-maximization analysis has been modified and expanded in many different ways.

Do you know these words?

utility	полезность
satisfaction	удовлетворение
alternative good	альтернативный товар
quantity	количество
to treat	относиться к чему-то, воспринимать
rate	норма
to purchase	покупать, делать покупки
to equal	равняться

Theory of the Producer Part 2

The individual producer or firm is assumed to possess a production function, which specifies the quantity of output produced as a function of the quantities of the inputs used in production. The producer’s revenue equals the quantity of output produced and sold, and the cost to the producer equals the sum of the quantities of inputs purchased. Profit is the difference between revenue and cost. The producer is assumed to maximize profits. Profit maximization requires that the producer use each factor to a point at which its marginal contribution to revenue equals its marginal contribution to cost.

Do you know these words?

to possess	владеть, обладать
to specify	определять
difference	разница
marginal	предельный
cost	стоимость
to assume	допускать
to produce	производить
revenue	доход

each	каждый
point	точка
contribution	вклад

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

consumer	владеть
household	расширять
to possess	выбирать
income	изменять
to modify	минимизировать
to choose	потребитель
to maximize	доход
to expand	домохозяйство

II. Переведите предложения на русский язык, обращая внимание на инфинитивный оборот «Сложное подлежащее».

1. The members of the committee were expected to come to an agreement.
2. Many buildings were reported to have been damaged by the fire.
3. The delegation is reported to have left London.
4. Many people are expected to attend the meeting.
5. This mine is considered to be the best in the district.
6. The results of the experiment can't be considered (to be) bad.

III. Переведите предложения на русский язык.

1. He is said to be in Moscow.
2. The agreement is expected to be signed this week.
3. The expedition is reported to have left on the 15th May.
4. He is known to be of a different opinion on this question.
5. He is considered to be one of the best pilots in our country.
6. This house is said to have been built about two hundred years ago.

IV. Опишите несколькими фразами теорию поведения потребителя и производителя.

ТЕКСТ 10

World bank

The World Bank is the world's intergovernmental organization concerned with the external financing of the economic growth of developing countries.

The official title of the institution is the International Bank for Reconstruction and Development (IBRD).

Before recommending a Bank loan, the staff of the Bank must be reasonably satisfied that the productivity of the borrowing country will be increased and that the prospects for repayment are good. A country must be judged creditworthy. Engineering investigations are frequently carried out to determine the probable relation of a proposed project to benefits and costs. Increasingly, however, the Bank has shifted somewhat away from project lending (e.g., for a dam or a highway or a port); it has become concerned with education and other human services, the environment, and, through loans, the modification of governmental policies that are thought to have impeded long-run growth. The Bank has also paid increasing attention to the evaluation of previous lending. Recently, moreover, it has acceded to the requests of the American secretary of the treasury to help to ease the huge, outstanding, largely commercial-bank debt.

Do you know these words?

the treasury	казначейство
to finance	финансировать
to develop	развиваться
loan	заем
to borrow	брать займы
productivity	производительность
to carry out	осуществлять, проводить
costs	издержки
benefit	польза; прибыль
increasingly	все больше
to lend	давать в долг
adjustment	регулирование
modification	изменение
debt	долг
to acced to a request	соглашаться с просьбой
to impede	препятствовать, мешать

УПРАЖНЕНИЯ

I. Найдите в правой колонке русские соответствия следующих слов:

intergovernmental	служебный персонал
staff	оценка
to increase	политика
investigation	повышать

to shift	сдвигаться
education	исследование
policy	предыдущий
evaluation	межгосударственный
previous	образование

II. Раскройте скобки, используя инфинитивный оборот «Сложное дополнение»

1. We made the sellers (pack) the goods according to the requirements of the contract.
2. We expect the goods (arrive) tomorrow.
3. If you want us (make) the work quickly you should let us (start) at once.
4. Would you like us (send) the consignment now?
5. They won't let the goods (leave) the customs till the shipping documents have been checked.
6. Please let us (know) the results of your inspection as soon as possible.
7. He made us (wait) for two hours.
8. We'd like the buyers (remit) the funds to our account.
9. We want you (answer) promptly.
10. We saw the ship (go out) of the port.
11. The terms of delivery allow us (use) all kinds of shipment.
12. We expect our order (receive) most attention.
13. We want you (effect) payment within three days upon the receipt of shipping documents.
14. We expect you (open) a credit at the Alpha Bank.

III. Переведите предложения на русский язык, обращая внимание на инфинитивный оборот «Сложное подлежащее».

1. They are very likely to take part in this work.
2. The vessel is not likely to arrive at the port of destination before the 1st of October.
3. They are most likely to have concluded the agreement.
4. This house is likely to have been built at the beginning of the nineteenth century.
5. He is sure to be appointed manager of the factory.
6. He is sure to like his new work.
7. The agreement is certain to have been signed.

IV. Переведите на русский язык:

1. The goods sold under contract № 25 are known to have been shipped.
2. The rest of the goods under the contract are likely to shipped in the first half of September.

3. Oil has been known to exist in Azerbaijan since ancient times.
4. The cargo does not seem to have been damaged by the storm.
5. This invention is considered to be of great importance in shipbuilding.
6. The negotiations are likely to continue until Saturday.
7. The cargo of this steamer is stated to consist of 3,000 tons of wheat and 2,000 tons of barley.
8. The steamer, which is believed to be approaching Istanbul, is sure to arrive in Odessa at the end of this week.
9. The parties are understood to have reached an agreement.
10. The parties are reported to be considering the question of extending the agreement for 6 months.

V. Переведите на русский язык:

1. The devaluation of the pound sterling is known to have led to a rise in the prices of all goods imported into England.
2. The opening of the conference is understood to have been fixed for the 15th December.
3. The price of this metal in England is stated to have risen by 11.6 per cent, in September, 1956.
4. Imports of copper into that country in October, 1954 were stated to be 22,441 tons.
5. A great number of inventions is known to have been suppressed by monopolistic industrial associations in capitalist countries.
6. Many million tons of coal reserves are known to exist in that district.
7. Two shiploads of ore expected to arrive shortly will be sent to that works.
8. The experiment, which is believed to have proved most successful, will be discussed at the conference.

VI. Задайте 4 вопроса к тексту, предварительно выписав ключевые слова.

КОНТРОЛЬНЫЕ РАБОТЫ

ВАРИАНТ 1

Economic system

A society needs to choose an economic system – a particular set of institutions and a coordinating mechanism – to respond to the economizing problem. Economic systems can differ as to (1) who owns the factors of production and (2) the method used to coordinate and direct economic activity.

The *private ownership* of resources and *a* system of markets and prices to coordinate economic activity characterize pure capitalism. In such *market systems* each participant acts in his or her own self-interest; each individual or business seeks to maximize its satisfaction or profit through its own decisions. The system allows the private ownership of capital, communicates through prices, and coordinates economic activity through markets – places where buyers and sellers come together. Goods and services are produced and resources are supplied by whoever is willing and able to do so. The result is competition among many small, independently acting buyers and sellers of each product and resource. Thus, economic power is widely dispersed.

ВАРИАНТ 2

Advertising

Advertising is defined as the nonpersonal communication of information about products, services, or ideas through various media.

Advertising may be classified by *target audience* (consumer, industrial), by geography (local, international), by medium (radio, newspaper, television), or by its function or purpose (product advertising, noncommercial advertising, action advertising).

Advertising began in ancient times when most people could not read or write. As manufacturing and communication technologies developed, so did advertising. Printing was the first major technology to affect it, and cable television and computers are the most recent. Since World War II, advertisers have attempted to differentiate products through different strategies and techniques.

As a marketing tool, advertising serves several functions: to identify and differentiate products; to communicate information about the product; to induce the trial of new products by new users and to suggest repurchasing by existing users; to stimulate a product's distribution; to increase product use; to build brand preference and loyalty; to lower the overall cost of sales.

ВАРИАНТ 3

Principles of taxation

There are three main principles of taxation: ability-to-pay principle, benefits-received principle, redistribution of income principle.

Ability-to-pay principle of taxation implies that taxation should be based on the financial standing of the individual. Thus, persons with high income are more ready to pay large amounts of tax than people on low incomes. In practice, the ability-to-pay principle has been adopted by most countries as the basis of their taxation systems (progressive taxation).

Benefits-received principle of taxation implies that those who benefit most from government-supplied goods and services should pay the taxes .

Redistribution-of-income principle of taxation implies that the taxation system, together with state welfare programmes, should be used to benefit poorer households at the expense of richer households. A number of British researchers tried to assess the extent of income redistribution. It turned out that the poorest 20% of the population receives only 2% of total original income, but after taxation and state benefits they receive 10% of total final income.

ВАРИАНТ 4

Monopoly

Monopoly is a market structure with only a single seller of a commodity or service dealing with a large number of buyers. When a single seller faces a single buyer, that situation is known as bilateral monopoly.

The most important features of market structure are those, which influence the nature of competition and price determination. The key element in this segment of market organization is the degree of seller concentration, or the number and size distributions of the sellers. There is monopoly when there is only one seller in an industry, and there is competition when there are many sellers in an industry. In cases of an intermediate number of sellers, that is, something between monopoly and competition, there can be two sellers (duopoly), a few sellers (oligopoly), or many sellers (atomistic competition).

Today the term monopoly includes any group of firms which act together to fix prices or levels of production.

ДОПОЛНИТЕЛЬНЫЕ ТЕКСТЫ

ТЕКСТ 1

The Time goes even further ahead

The Times is the most successful national newspaper in Britain. Average daily sales have risen by more than 120,000 since the weekday price was reduced to 30p in September, an increase of 26 per cent in six months.

Sales in January were up by 16,000 compared with December. That success continued last month, when sales increased by another 12,500 – against a drop of 18,000 for the Daily Telegraph.

The Times is now 63,000 ahead of The Guardian and 175,000 ahead of The Independent, which now sells fewer copies than any other national daily and was overtaken last month by the Financial Times.

At 40p on Saturdays, 30p less than the Daily Telegraph, The Times is the best value, with the best writing, of any quality paper.

ТЕКСТ 2

They do not toy with competition

There are 5 major companies in the USA competing in toy production. This competition in quality and product design is very active, though in general the toy industry is blooming and the share prices rise every year. So the toys bring joy not only to kids but grown-up shareholders as well.

Some of the toy companies produce mainly traditional toys, like famous Barbie (the Mattel Corporation) or Playdoh (the Tonka Corporation), while others try to capture a bigger market share by producing battery-powered toys (like Micromachines metal toys made by Galoob Corporation).

Some companies have entered this highly-competitive market with attractive board games. But the real threat to toy makers of the traditional style came when video games broke into the market. The most powerful competitor is the Japanese company Nintendo whose sales of hand-held video games are almost 20 per cent of the American toy-market. The American companies are also trying to increase their foreign sales. When the competition is tough, the competitors may come up any moment with something new and exciting. So let us wait and see.

TEKCT 3

In the industry biosphere, only the strongest survive Part 1

Clusters is a term given to geographical areas in which a large number of companies working in the same industry or sector have concentrated. They are a common feature of active and healthy economies.

Examples include Silicon Valley in California, the high-technology and biotechnology concerns around Cambridge in the UK, and the aerospace and engineering companies around Toulouse in France.

Companies in a cluster are locked together in a kind of interdependence, like organisms in a biosphere. They compete for market share, employees and resources. They also rely on each other. Acting together, they generate skills and knowledge of their particular sector that form a kind of critical mass on which all the members can draw.

TEKCT 4

In the industry biosphere, only the strongest survive Part 2

Clusters often begin with a single company: Silicon Valley's technology cluster famously began with Hewlett-Packard. These successful companies generate talented managers and entrepreneurs, who in time leave to set up new concerns. As these grow, skilled employees begin to migrate between businesses, seeking the best opportunities.

There are really only two ways to survive in a cluster environment: to grow continuously into the biggest fish in the pond, or to develop self-dependent systems and move out, relocating to a region where competition will be less vigorous. The former strategy was adopted by Larry Ellison, who saw early that the only way to win in Silicon Valley was to become big. The latter path was pursued by Bill Gates and Paul Allen at Microsoft: they preferred independence and moved to the Pacific north-west.

Clusters are often favoured by politicians and economic planners, who see opportunities for overall prosperity. But working in a cluster is not for the faint-hearted. They offer little security and few safety nets. As in a biosphere, only the strong survive.

TEKCT 5

Spot market and quotation

Spot market is a market for the purchase and sale of commodities and financial instruments for immediate delivery (usually, within two working days).

Spot prices for commodities and financial instruments transacted at different locations are harmonised by arbitrage.

Arbitrage means the buying or selling of commodities and financial instruments between two or more markets in order to take profitable advantage of any differences in the prices quoted in these markets. By simultaneously buying in a low-price market and selling in the high-price market a dealer can make a profit from any disparity in prices between them, though in the process of buying and selling the dealer will add to demand in the low-price market and add to supply in the high-price market and so narrow or eliminate the price disparity.

TEKCT 6

‘Electronic’ money

Banknotes or checks are no longer required to make payments. Automatic teller machines, which allow cash to be dispensed to bank customers even when banks are closed, cannot be considered a new form of money. Rather, the developments in question are known as the point of sale (POS) system, which allows for cashless shopping in retail stores or gives bank customers the opportunity to make transfers via videotext TV.

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