

## Вариант 1

1. Найдите в правой колонке русские эквиваленты английских слов и словосочетаний:

- |                              |  |
|------------------------------|--|
| 1. sole proprietorship       | a. управление  |
| 2. partnership               | b. доля потерь   |
| 3. share of profit           | c. партнерство с ограниченной юридической ответственностью |
| 4. income tax                | d. партнерство   |
| 5. management                | e. недостатки  |
| 6. corporation               | f. налог на доходы   |
| 7. advantages                | g. льготы по налогообложению                               |
| 8. tax advantages (benefits) | h. доля прибыли  |
| 9. disadvantages             | i. единоличное владение                                    |
| 10. share of loss            | j. преимущества  |
| 11. life insurance           | к. корпорация  |
| 12. limited partnership      | л. страхование жизни                                       |

2. Переведите на русский язык встречающиеся в тексте интернациональные слова:

form, formal, business, organization, position, title, president, documentation, corporation, economical, product, partner, service, industry, personal, professional, manager, state, financial, resources, sum, registration, specialist.

3. Прочтите текст и выполните следующие за ним упражнения:

### SOLE PROPRIETORSHIP, PARTNERSHIP, CORPORATION

1. There are three forms of organization of your business. These forms are the sole proprietorship, the partnership and the corporation. Which of these forms of organization you choose depends on such questions as the size of your business, whether you are the only owner of your business or you have partners.

2. **Sole Proprietorship.** A sole proprietorship is the simplest organizational form. There is one owner of the business, who usually takes the title of President. So he or she can make any decision without consulting anyone. Such kinds of business are in the service industries, such as repairing shops, restaurants, etc.

3. **Partnership.** A partnership means that there is more than one owner to carry out business. And each partner declares his or her share of profit or loss on the personal income tax return.

There is a special type of partnership, called a limited partnership, where the limited partner is not involved in the management of the firm.

4. This form of organization is useful in such professional fields as law, insurance, and some industries, for example, oil prospecting.

But partnership has some disadvantages. Partnership business fails when one of the partners loses his interest or disagrees with the other.

5. **Corporation.** A corporation is a more formal way of organization. It is established for the purpose of making profit and operated by managers. Corporation involves registration with a state department of commerce. There are some advantages, such as being able to attract financial resources, and to attract talented specialists and managers due to high salaries. In general, this form is economically better for business when its profit reaches a great sum of money.

4. Переведите на русский язык в письменной форме абзацы 2,3 и 5.

5. Найдите соответствующие ответы на вопросы и напишите их в той последовательности, в которой заданы вопросы:

### Вопросы

1. What forms of business organization do you know?
2. What is a sole proprietorship?
3. What is a limited partnership?
4. What is a corporation?
5. What are the advantages of a corporation?

## Ответы 1

- a. In this form of organization there is more than one owner, but the limited partner has no right to take part in the management of the firm.
- b. It is a more formal way of organization, which is established to make profit and is operated by managers.
- c. Sole proprietorship, partnership and corporation. d. The ability to attract financial resources and to attract talented managers and specialists.
- e. It is the simplest form of business organization. There is only one owner of his or her business.

*б. Закончите предложения, выбрав соответствующий вариант окончания:*

- |   |  |
|---|--|
| 1. A sole proprietorship is an organizational form of.... | a) only one owner;   |
| 2. A partnership is a business form of... .               | b) more than one owner;  |
| 3. A corporation is a business form of... .               | c) an institution operated by managers.                              |
| 4. The disadvantage of a partnership is... .              | a) the ability to attract financial resources and talented managers. |
| 5. The advantage of a corporation is... .                 | b) that the partners may disagree with each other.                   |
|   | c) that the owner makes decisions without consulting anyone.         |

## Вариант 2.

1. Найдите в правой колонке русские эквиваленты английских слов и словосочетаний:

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1. to have the right          | a. принимать решения            |
| 2. management skills          | b. руководитель                 |
| 3. key to success             | c. дела компании                |
| 4. favourable solution        | d. управление высшего звена     |
| 5. to make decisions          | e. навыки управления            |
| 6. top management             | f. исполнительная администрация |
| 7. supervisor                 | g. благоприятное решение        |
| 8. company's affairs          | h. нововведение                 |
| 9. middle management          | i. внедрить метод (подход)      |
| 10. to implement the approach | j. иметь право                  |
| 11. innovation                | k. управление среднего звена    |
| 12. operating management      | l. ключ к успеху                |

2. Переведите на русский язык встречающиеся в тексте интернациональные слова:

personnel, company, president, vice president, alternative, analyze, problem, function, plan, organize, control, element, business, effective, motivation, staff, leader, communication.

3. Прочтите текст и выполните следующие за ним упражнения:

### MANAGEMENT

1. Management is the art of getting things done through other people. It includes the personnel who have the right to make decisions that influence company's affairs.

2. There are three management levels: top management, middle management and operating management. Top management includes the president, vice presidents, and the general manager. Middle management includes department managers and plant managers. Operating management includes supervisors, foremen, etc.

3. The most important responsibility of any manager is decision making. Successful management is a skill of choosing from alternatives.

4. Decision makings are divided into: recognizing the problem, defining and analyzing the problem, evaluating alternative solutions, choosing the most favourable solution and implementing the approach chosen.

5. Management functions are planning, organizing, directing, controlling, staffing and innovating. It should be noted that successful management is based on three basic elements: leadership, motivation and communication.

6. To operate a successful business one should have management skills because effective management is the key to business success.

4. Переведите на русский язык в письменной форме абзацы 2,4 и 5.

5. Найдите соответствующие ответы на вопросы и напишите их в той последовательности, в которой заданы вопросы:

### Вопросы

1. Whom does top management include?
2. What managers does middle management include?
3. What specialists does operating management include?
4. What steps is decision making divided into?
5. What are the management functions?

## Ответы 2

- a. Planning, organizing, directing, controlling, staffing and innovating.
  - b. Department managers and plant managers.
  - c. Supervisors, foremen, etc.
  - d. Recognizing the problem, defining the problem and choosing the most favourable solution.
  - e. The president, vice presidents and the general manager.
- б. Закончите предложения, выбрав соответствующий вариант окончания:*

- |   |   |
|---|---|
| 1. Top management includes ... .        | a) department managers;                                     |
| 2. Middle management includes ... .     | b) general manager;   |
| 3. Decision making is divided into... . | c) supervisors.   |
| 4. Management functions are... .        | a) planning and controlling;                                |
|   | b) recognizing the problem and choosing the right solution. |

### Вариант 3

1. Найдите в правой колонке русские эквиваленты английских слов и словосочетаний:

- |                          |                         |
|--------------------------|-------------------------|
| 1. business activities   | a. определять проблему  |
| 2. the flow of goods     | b. изучение рынка сбыта |
| 3. consumer              | c. собирать данные      |
| 4. advertising           | d. обоюдная выгода      |
| 5. mutual benefit        | e. стоимость            |
| 6. pricing               | f. реклама              |
| 7. to define the problem | g. деловая деятельность |
| 8. storing               | h. потребитель          |
| 9. to compile data       | i. складирование        |
| 10. value                | j. поток товаров        |
| 11. marketing research   | к. калькуляция цен      |
| 12. vendor               | l. Продавец             |

2. Переведите на русский язык встречающиеся в тексте интернациональные слова:

marketing, business, transporting, process, information, potential, problem, analyze, results, operation, activity.

3. Прочтите текст и выполните следующие за ним упражнения:

### MARKETING

1. Marketing is the performance of business activities connected with the flow of goods and services from producers to consumers. Marketing includes the following operations: transporting, storing, pricing and selling goods. The most important thing in marketing is finding out who the customers are and what they want. Marketing is the process of having the right product at the right time in the right place, the process that brings mutual benefit to customers and vendors.

2. Transporting means carrying goods from the place of their production to the place of their selling.

3. Storing is necessary because the consumer desires to buy goods without waiting.

4. Pricing involves the art of determining what price is the best.

5. Selling involves helping consumers to discover their needs. Marketers should inform potential buyers of where goods can be bought and how much they cost.

6. Marketing research is also very important. The following are steps in marketing research: defining the problem, collecting data, compiling data and analyzing the results, advertising.

7. Marketing operations are very expensive and one should consider the value added through marketing. Marketing becomes too costly only when cost exceeds the value it adds.

4. Переведите на русский язык в письменной форме абзацы 1 и 6.

5. Найдите соответствующие ответы на вопросы и напишите их в той последовательности, в которой заданы вопросы:

### Вопросы

1. What is marketing?
2. What operations does marketing include?
3. What is the most important thing in marketing?
4. What are the main steps in marketing research?

### Ответы 3

- a. To find out who the customers are and what they want.
- b. Defining the problem, collecting data, compiling data and analyzing the results.
- c. The performance of business activities connected with the flow of goods from producers to consumers.
- d. Transporting, storing, pricing and selling goods.

6. Закончите предложения, выбрав соответствующий вариант окончания:

- |                             |  |
|-----------------------------|--|
| 1. Transporting means ... . | a) determining the best price;   |
| 2. Pricing is ... .         | b) helping consumers to discover their needs;  |
| 3. Selling involves ... .   | c) carrying goods from the place of their production to<br>the place of their selling. |