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АНГЛИЙСКИЙ ЯЗЫК

**ДЛЯ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ
СПЕЦИАЛЬНОСТЕЙ**

English for Students of Economics

УЧЕБНИК

Рекомендовано Учебно-методическим советом ФМЭИТ РГТЭУ
в качестве учебника для студентов высших учебных заведений,
обучающихся по экономическим специальностям.

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АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ. English for Students of Economics. Учебник. – М.: Книжный Мир, – 2012. – 272 стр.

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Данный учебник предназначен для общеобразовательной и профессионально-ориентированной подготовки по английскому языку студентов экономических специальностей и соответствует государственному стандарту высшего профессионального образования. Учебник соответствует требованиям к уровню подготовки студентов вузов по английскому языку для профессиональной и научной деятельности. Также его можно использовать слушателям факультетов довузовской подготовки, а также широкому кругу лиц, изучающих английский язык.

Структура учебника состоит из лексико-грамматического раздела, грамматических приложений, подборки текстов для дополнительной аудиторной и самостоятельной работы; дополнительных заданий коммуникативной направленности; сводного словаря по всем разделам пособия; таблицы неправильных глаголов.

Для студентов высших и средних специальных учебных заведений экономического профиля, а также для широкого круга лиц, изучающих деловой английский язык.

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Предисловие

Данное пособие предназначено для студентов 1 и 2 курсов экономических специальностей. Оно может быть использовано слушателями факультетов довузовской подготовки, а также широким кругом лиц, изучающих английский язык.

Структура пособия:

- 14 разделов, в каждом из которых прорабатываются определенные лексико-грамматические темы;
- грамматическое приложение с развернутой системой упражнений, позволяющей поэтапно, в последовательности «от простого к сложному», ознакомиться с грамматическим материалом, провести его первичное закрепление, тренировку и применение;
- подборка текстов для дополнительной аудиторной и самостоятельной работы студентов;
- дополнительные задания коммуникативной направленности для отработки навыков говорения на грамматическом материале разделов;
- сводный словарь по всем разделам пособия;
- таблица неправильных глаголов.

Данное пособие соответствует требованиям к уровню подготовки студентов по английскому языку для профессиональной деятельности.

Основные дидактические принципы данного пособия – систематичность и логичность изложения материала, наглядность представления грамматического материала в табличной форме, доступность материала – для облегчения адаптационного периода студентов 1 года обучения грамматический материал отрабатывается на лексическом материале школьной программы; преемственность изложения лексико-грамматического материала.

Особенности данного пособия:

- все материалы текстов и упражнений являются авторскими;
- структура пособия отражает современный подход к созданию учебных материалов для изучения иностранного языка (английского) русскоязычными адресатами – имеется достаточное количество материала для отработки граммати-

ческих трудностей, обширная подборка дополнительных авторских текстов и коммуникативных заданий;

- 14 разделов пособия охватывают широкий спектр профессиональных тем по специальности «Торговое дело», в то же время тексты и упражнения не перегружены профессиональной терминологией;

- пособие снабжено достаточным количеством упражнений и заданий, направленных на усвоение, закрепление и активизацию языкового материала;

- в грамматическом приложении помимо упражнений, нацеленных на отработку грамматических форм на английском языке, имеются упражнения на перевод с русского языка на английский.

UNIT 1

Grammar: Present Simple; Much/Many/A lot of; Little/Few/Some/Any/No; There is(are) / It is

Reading: Jobs

It is **impossible** to give all the names of the **jobs** in the world. The list of them often changes. Some **typical** job titles are: a manager, a secretary, an executive, a research worker. People who do these jobs work in different businesses and for different companies. Some jobs don't **require** any special training, e.g. the job of a cleaner; other jobs require a lot of training and a few qualifications, e.g. the job of a lawyer, an accountant or a designer.

People **look for** jobs which give them much money, career **opportunities**, job **satisfaction**. Some companies **offer fringe benefits** – swimming-pools, fitness centers, doctors, dentists. Many **employers** want to show that they help **employees** to balance their lives. A lot of people change their jobs if the **pay** is low, or they **commute** a long way to work, and for some other **reasons**.

When a company **decides to employ** new people it often **advertises** jobs in a newspaper. A few people **apply for** this job. They send a **letter of application** and a **CV** with details of their education and **experience**. The company then invites candidates for an interview. A good company usually **recruits responsible** and experienced **staff**.

There are different ways to work. A lot of people work nine-to-five, some have **flexible** working hours, a few work in **shifts**. Many employers and employees find flexible employment very progressive. This is especially good for women with children. **Part-time work appeals** to students because they are very busy at universities.

Some people make the decision to leave their jobs and **start their own businesses**. A few of them start their business at home and then move it out, for example Disney, Amazon.com, Microsoft, Apple. You have the ability to run your business if you are decisive, organized, ready to take risk. But if you have little self-discipline, you do not plan ahead and you are not creative, you are not ready to start your own business.

In any case, you are successful in a job of an employee or in your own business if you **enjoy** your work.

Exercises

Ex. 1. Answer the following questions using the text.

1. What are the typical job titles now?

2. What does the job of a lawyer require?
3. What kinds of jobs do people look for?
4. What do some companies do to keep their employees?
5. Why do people change their jobs?
6. Where does a company advertise its vacancies?
7. What do people who apply for a job send to a company?
8. What are different ways to work?
9. Why does part-time work appeal to students?
10. What abilities help people to run their business?

Ex.2. Read the following statements and say if they are true or false according to the text.

1. The job of a cleaner requires a lot of training.
2. People look for jobs that offer a good pay.
3. Fringe benefits appeal to a lot of employees.
4. You don't send a CV when you apply for a job.
5. A CV is a short biography and qualifications.
6. Flexible employment is attractive to everybody.
7. Students don't like to work part-time.
8. If you are decisive and creative you have the chance to start your own business.
9. Women with children like to work full-time.
10. People don't start their businesses at home.

Ex.3. Translate the following sentences from English into Russian.

1. My job is to sell different goods.
2. Why do companies decide to recruit new employees?
3. Your results of the test are satisfactory.
4. A lot of companies offer fringe benefits to their employees.
5. Now he needs full-time employment.
6. Is it difficult for you to commute to work?
7. This company always advertises vacancies in newspapers.
8. He doesn't have any necessary experience.
9. My work schedule is very flexible.
10. A CV is very important when you apply for a job.
11. He often makes wrong decisions.
12. This job appeals to me greatly.
13. It is an impossible situation.
14. He enjoys the opportunity to work part-time.
15. Her pay is very high.

Ex.4. Translate the following word-combinations from Russian into English.

Отвечать требованиям; предлагать дополнительные льготы; работать неполный рабочий день; открыть свое дело; искать работу; полная занятость; набирать персонал; принять решение; большая оплата; найти причину чего-либо; объявлять о вакансии; неудовлетворительная работа; подать заявление о приеме на

работу; гибкая политика; отвечать за отдел кадров; получать удовольствие от работы; решительный характер.

Ex.5. Complete the following sentences using the necessary prepositions.

1. Don't look ... him. He is away on business. 2. My friend isn't ... work now, he is ... home. 3. I am not satisfied ... your offer. 4. Such policy is typical ...him. 5. This job appeals ... me. 6. What is your place ... work? 7. He has a reason ... not working ... shifts. 8. How many employees are ... the staff ... the company? 9. She is responsible ... the personnel. 10. This product doesn't meet the requirements ... our customers. 11. When people apply ... a job they send a letter ... application and a CV. 12. She always pays ... herself.

Ex.6. Insert the missing words. Use your active vocabulary.

1. To start... is rather risky. 2. Some jobs don't ... any education. 3. Students prefer to work ... 4. What ... job titles do you know? 5. He often loses his keys and ... them everywhere. 6. What kind of job do they ... him? 7. This designer is the leader of the group. He ... ten people. 8. People change jobs if their ... is low. 9. It takes her an hour and a half ... to work. 10. This company needs experienced 11. Working in ... doesn't ... to me. 12. What are your duties? What are you ... for? 13. When people ... a job they send ... and ... to a company. 14. The company often recruits new 15. A lot of people think that ... employment is very convenient.

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

1. to present
2. a chance
3. to call public attention to smth.
4. to search for
5. to attract
6. personnel
7. to solve
8. unable to happen
9. adaptable to change
10. to give money to smb.

Ex.8. Open the brackets using Present Simple.

1. There ... some fringe benefits that make this company attractive to me (be).
2. We ... you to work in shifts (offer).
3. Our boss always ... professional staff (recruit).

4. When Tom ... to apply for another job he always says he ... his current boss (decide, not like).
5. This company ... sports cars (advertise).
6. It ... impossible to start your own business when a person ... money (be, not have).
7. ... this job ... to you (appeal)?
8. What ... the typical job titles in a company (be)?
9. ... he ... to his office in London or ... he ... in the city (commute, live)?
10. A doctor's job ... a lot of training (require).
11. What career opportunities ... this job ... (offer)?
12. I ...any satisfaction from my present job (not get).
13. Why ... the pay so low for such hard work (be)?
14. What ... you ... of his letter of application and CV (think)?
15. How many employees ... there in your firm (be)?

Ex.9. Choose the right item.

1. I don't have... time because I have a full-time job.
a) many b) much c) few d) some
2. Sam usually has ... reasons to be late for work.
a) a lot of b) little c) much d) any
3. This job doesn't require ... special training, it's easy.
a) a few b) many c) no d) any
4. Can we look at ... advertisements of job vacancies in your newspaper?
a) no b) some c) any d) few
5. This pay is too ... for such a responsible job.
a) little b) a little c) much d) many
6. ... people start their own business if they have no money.
a) many b) few c) much d) a lot of
7. This company is successful because there are ... responsible and experienced employees in it.
a) no b) few c) a lot of d) a little
8. We can't give her this job as she has... experience at all.
a) little b) much c) any d) no
9. I know... about how to write a CV, can you help me?
a) little b) few c) a few d) much
10. Do you have ... special training in marketing?
a) many b) few c) any d) no
11. ... people like to work part-time, others enjoy working in shifts.
a) some b) little c) no d) any
12. They want to ask you ... questions about your work experience and qualifications.
a) much b) few c) a little d) some

Ex. 10. Translate the following sentences into English.

1. Если компания **предлагает дополнительные льготы**, это значит, что она заботится о своих **сотрудниках**. 2. Работа секретаря не **отвечает моим требованиям**. 3. Трудно **принять решение открыть свое дело**. 4. Кто **отвечает за подбор кадров**? 5. В газете есть **объявление** о вакансии бухгалтера. 6. Почему **работодатели** приглашают **кандидатов** на собеседование? 7. **Заявление о приеме на работу** включает данные об образовании и **опыте работы**. 8. Сколько человек находится в **штате компании**? 9. Я – студент, поэтому мне **нравится работать на полставки**. 10. **Гибкая политика типична** для этой компании. 11. Эта компания часто делает нам интересные **предложения**. 12. **Оплата** за эту работу очень высокая. 13. Я знаю по **опыту**, что очень трудно **набирать на работу** новых людей. 14. Люди переходят с одной работы на другую по **разным причинам**. 15. Нам нужны **ответственные** и творческие **сотрудники**.

Ex. 11. Read the following dialogue between two former school friends:

Tom – Hi, Dan! Good to see you again! How is life?

Dan – Great! I've got a new job.

Tom – Really? Congratulations! What do you do?

Dan – I work for a large multinational company. It produces water filters.

Tom – What are your responsibilities?

Dan – I have a lot of work to do every day. I am responsible for office work. Sometimes I don't have any free time to have lunch.

Tom – Oh, how terrible! But then your pay is good.

Dan – Well, now my pay is not very high, but when I have some experience I hope to get a promotion and a lot of money.

Tom – Does your job appeal to you? Are there any fringe benefits in your company?

Dan – Sure! My colleagues are friendly and this job gives me a lot of career opportunities. As for the fringe benefits – yes, I sometimes use a swimming-pool and a gym and I don't pay for them.

Tom – That's great! By the way, does your job require any special training?

Dan – I have good computer skills, I know English well and I am organized. Also, it is important for me to plan meetings and talk to clients on the phone.

Tom – I see. I remember you at school and I'm sure you are very good at communicating with all kinds of people. I think you are decisive too. Don't you think it's time to start your own business?

Dan – Not now, I have no capital to put in the business, no friends in business. But I have some creative ideas.

Tom – That's a good start!

Notes:

1. multinational company – транснациональная компания
2. promotion – продвижение по службе

Answer the questions based on the dialogue.

1. Where does Dan work?
2. Does he like his new job? Why?
3. What are his responsibilities?
4. Why does Dan sometimes have no time for lunch?
5. What skills are necessary for his job?
6. What does he want to do in the future, in your opinion?
7. What fringe benefits does Dan have?
8. What is Dan good at?
9. Why is it important to know English if you work for a large multinational company?

Ex. 12 Work with your partner.**Make a dialogue on the following assignment:**

A: You are a middle manager at Ashan mega-store. Tell your friend about your work (responsibilities, working hours, salary, benefits, staff, etc.) Ask him/her about his/her job.

B: You are a business person. You have your own small company. It produces greeting cards. Say what you like about your business. Speak about job satisfaction, pay, creative ideas. Discuss your problems with your friend and invite him/her to work for your company as an Office Manager.

Vocabulary

1. advertise (v) – рекламировать

to advertise a vacancy – объявлять о вакансии

advertisement (n, C) – рекламное объявление

advertising (n, U) – реклама, рекламная деятельность

2. appeal (v) – нравиться

to appeal to smb – нравиться кому-л.

E.g. This job appeals to me. – Эта работа мне нравится.

3. apply for a job (v) – подавать заявление о приеме на работу

a letter of application – заявление о приеме на работу

applicant (n, C) – кандидат, претендент, соискатель

4. commute (v) – совершать регулярные поездки на работу из пригорода

commuter (n, C) – работник, живущий в пригороде

5. CV = curriculum vitae – автобиографические данные

6. decide (v) – решать (-ить)

to decide to do smth – решить сделать что-л.

decision (n, C) – решение

to make a decision – принять решение

decisive (adj) – решительный

7. employer (n, C) – работодатель

employee (n, C) – служащий, сотрудник

employ (v) – нанимать на работу

E.g. The company employs three people every day. – Каждый день компания принимает на работу трех человек.

employment (n, U) – работа, занятость

part-time employment (part-time work) – частичная занятость, работа на полставки

full-time employment – полная занятость

8. enjoy (v) – получать удовольствие от чего-л., нравиться

E.g. I enjoy my long holidays. – Мне нравятся длинные каникулы.

9. experience (n, U) – опыт, стаж

E.g. She has 10 years' experience in the job. – У нее десятилетний стаж на этой работе.

to know **by/from** experience – знать по опыту

10. flexible (adj) – гибкий

a flexible policy – гибкая политика

11. fringe benefits – дополнительные льготы (напр., бесплатное медицинское обслуживание, субсидируемые столовые)

12. impossible (adj) – невозможный, невыполнимый

E.g. It is impossible to help him. – Ему невозможно помочь.

Ant: possible (adj) – возможный

13. job (n, C) – работа, должность

E.g. I have got an interesting job.

work (n, U) – работа; труд

E.g. He is at work. – Он находится на работе.

place of work – место работы

14. look for smth/smb (v) – искать что-л./кого-л.

Compare: look **at** smb., smth. (v) – смотреть на кого-л., что-л.

look **after** smb. (v) – присматривать, ухаживать за кем-л.

15. offer (v) – предлагать

to offer help/one's services – предлагать помощь / свои услуги

an offer (n, C) – предложение

to make an offer – сделать предложение

16. opportunity (n, C) – возможность, (удобный) случай

to look for an opportunity to do smth. – искать возможности, чтобы сделать что-л.

17. pay (n, U) – оплата, заработная плата, заработок
pay (v) **for** smth – платить за что-л.

18. reason (n, C) – причина
a reason **for** smth. – причина чего-л.

19. recruit (v) – нанимать на работу, вербовать
recruitment (n, U) – подбор кадров

20. require (v) – требовать(ся)
E.g. We require help. – Нам требуется помощь.

requirement (n, C) – требование
to meet smb's requirements – отвечать чьим-либо требованиям

21. responsible (adj) – ответственный
to be responsible **for** smth. – отвечать за что-л.

E.g. He is not responsible for this work. – Он не отвечает за эту работу.

22. satisfaction (n, U) – удовлетворение, удовлетворенность
satisfy (v) – удовлетворять
to be satisfied **with** smth., smb. – быть довольным чем-л., кем-л.

E.g. He is satisfied with his job. – Он доволен своей работой.

satisfactory (adj) – удовлетворительный
Ant: unsatisfactory – неудовлетворительный

23. shift (n, C) – смена
to work **in** shifts – работать посменно
shift work – посменная работа

24. staff (n, C) – персонал, штат
to be **on** the staff – быть в штате

Syn: personnel
personnel department – отдел кадров

25. start one's own business (v) – открыть свое дело

26. typical (adj) – типичный
E.g. It is typical **of** him. – Это для него типично.

UNIT 2

Grammar: Present Simple vs Present Continuous;

It takes...; Possessive Case

Reading: A working day of a Sales Manager

Timberland is a world-famous company in the market for boots and shoes. It is a real market leader. At the moment it is rapidly **increasing** its exports to Japan, Taiwan and Hong-Kong. The **goods** of this company are of high **quality**. They **meet up-to-date** international **standards**.

Timberland is a large corporation. It has a lot of **foreign** and **domestic subsidiaries**. The company **consists of** nine **departments**.

The company Chief Executive Officer (CEO) and president is Sidney Swartz. He is **in charge of** the global strategy. His son, Mr. Jeffrey Swartz, is executive vice-president. He knows everything about this business and helps his father to **run** the company. Now they are planning to **expand** their business to Latin America.

Mr. Stevens is the company Sales Manager. His working day starts at 9 a.m. and finishes at 5 p.m. He works hard every day. Mr. Stevens always gets up early, takes a shower and has breakfast. During breakfast he watches the latest news on TV or listens to the radio. Then Mr. Stevens drives to work. It takes him twenty five minutes to get to the office. When he starts his working day he usually **switches on** his computer and **looks through** the mail. After that he sends some e-mails or asks his secretary to do it. Then he and his assistant make the plan for the day. Mr. Stevens discusses a lot of **business matters** on the phone. Sometimes he **makes appointments** with his **suppliers**. At 12 o'clock he always has lunch in the company cafeteria. After lunch he meets his **customers** or regional sales managers.

It is 4 p.m. now and Mr. Stevens is having **talks** with Mr. Brown from the Public Relations Department (PR) and Advertising Department. They are discussing the new advertising **campaign** of their new product. Now they are speaking about budget problems. They are hoping to find a **reasonable solution to the issue**.

Mr. Stevens is **efficient** and hard-working. He tries to solve all the problems, so his clients like to do business with him. They discuss **terms of delivery and payment, prices and discounts**. Mr. Stevens travels a lot and visits the subsidiaries of Timberland. He enjoys his job because he meets a lot of new people and goes to different countries.

Exercises

Ex.1. Answer the following questions.

1. What is Timberland famous for?
2. What are the present-day plans of Timberland?
3. What is Mr. S. Swartz in charge of?
4. What is Mr. Stevens responsible for?
5. When does Mr. Stevens start and finish his work?
6. What is Mr. Stevens's typical morning on a week-day?
7. How long does it take Mr. Stevens to get to his work?
8. What does Mr. Stevens do during his working day?
9. Why does Mr. Stevens like his job?
10. What kind of worker is Mr. Stevens?
11. What business matters does Mr. Stevens discuss with his clients?
12. It's four p.m. now. What is Mr. Stevens doing?

Ex.2. Read the following statements and say if they are true or false according to the text.

1. Timberland is a national company with a lot of foreign and domestic subsidiaries.
2. The company chief executive is in charge of everyday problems and the global strategy of the company.
3. At present Timberland is increasing its export to south-east Asia.
4. Mr. Stevens is the head of the marketing department.
5. Mr. Stevens has flexible working hours.
6. Mr. Stevens goes to work by car.
7. During his working hours Mr. Stevens meets with his customers, suppliers and regional sales managers.
8. Mr. Stevens and Mr. Brown are discussing how to promote their new product.
9. Mr. Stevens enjoys his job because his clients like to do business with him.
10. Mr. Stevens travels a lot and visits foreign and domestic subsidiaries of the company.

Ex.3. Translate the following sentences from English into Russian.

1. He runs a foreign subsidiary.
2. What departments does your company consist of?
3. The goods are not of high quality and the price is not reasonable.
4. Who is in charge of the Marketing Department?
5. It is impossible to find a solution to this issue.
6. They are carrying out an advertising campaign now.
7. The prices for petrol are increasing

at present. 8. What are your terms of delivery and payment? 9. We are having the talks with our suppliers now. 10. Is it possible to get a discount on the goods? 11. Are you looking for up-to-date computer games? 12. Everybody says she is very efficient in this business. 13. Our business is expanding rapidly because our services meet international standards. 14. He always has a lot of appointments with foreign suppliers.

Ex.4. Translate the following word-combinations from Russian into English.

Соответствовать международным стандартам; просматривать письма; решать деловые вопросы по телефону; назначать встречи с поставщиками; найти разумное решение проблемы; обсуждать условия поставки и оплаты; руководить компанией; вести переговоры с иностранным заказчиком; зарубежная дочерняя компания; продавать качественные товары по высокой цене на хороших условиях; получить приемлемую скидку на товары.

Ex.5. Complete the following sentences using the necessary prepositions.

1. This company is carrying ... a campaign ... animal protection. 2. What is the price ... the goods? 3. ... the terms of the agreement they supply us ... up-to-date technologies. 4. Don't switch ... the TV, I am watching it! 5. My boss is looking ... the new catalogues now. 6. I am ... charge ... foreign economic relations. 7. Our company consists ... five departments. 8. We usually buy the equipment ... a reasonable price, but our suppliers want to increase the price ... 3%. 9. We are making an appointment ... Monday ... 10 o'clock ... our customers to discuss business matters. 10. We are very busy now because we are looking ... a solution ... the problem.

Ex.6. Insert the missing words. Use your active vocabulary.

1. The goods of this foreign company are of high 2. We would like to get a 3% ... off this price. 3. He enjoys having informal ... with foreign companies. 4. We don't like the ... of delivery. 5. Their advertising ... is very efficient. 6. He is in ... of the appointment with our new clients. 7. Our new secretary is ..., she does her job very well. 8. We want to find a ... to this business matter. 9. Our goods ... the standards of our customers. 10. These ... goods are very popular. 11. He ... his own business. 12. We'd like to get a ... price for the goods.

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|-----------------------------|------------------|
| 1. a reduction in the price | 8. overseas |
| 2. a problem | 9. a buyer |
| 3. modern | 10. a division |
| 4. to be made up | 11. negotiations |
| 5. an agreement to meet | 12. products |
| 6. to increase in size | 13. qualified |
| 7. to be responsible for | 14. to manage |

Ex.8. Put the verbs in brackets into the correct tense, Present Simple or Present Continuous

- Microsoft always (develop) up-to-date software.
- The number of people who use the Internet (increase) rapidly nowadays.
- Ford (have) both foreign and domestic subsidiaries.
- Mr. Wells (discuss) some important business issues on the phone now.
- I usually (make) appointments for the first part of the day.
- They (look for) a reasonable solution to this problem at the moment.
- Their department (consist of) two employees.
- The suppliers (want) to discuss the prices today.
- This month the company (run) a new advertising campaign.
- He (not look through) the mail in the morning because he is usually very busy.
- China (expand) its trade connections to more and more countries.
- When Bill (not like) the film on TV he (switch on) his computer and (watch) films on U-tube.

Ex. 9. Choose the right item

- Are/Do** you in charge of the whole Accounts department?
- They **have/are having** talks, please call later.
- We **don't sell/aren't selling** computers, we produce them.
- Is she listening/Does she listen** to the BBC news every morning?
- How many subsidiaries **do you have/are you having**?
- Peterson **isn't making/doesn't make** any appointments for Friday afternoon.
- What **does he discuss/is he discussing** with his secretary every morning from 9 to 9.30? – He **discusses/is discussing** the list of business matters for the day.
- The prices **are increasing/increase** rapidly day by day.

9. What **do you do/are you doing?** – I am a PR manager.

10. Look! Barbara **reads/is reading** Cosmopolitan again! She never **is starting/starts** her work in time!

11. When I **come/am coming** home I switch on my TV and eat my dinner in front of it.

12. What **do they do/are they doing?** – They **discuss/are discussing** a discount on the next deal.

13. She **is planning/plans** to spend next week in our foreign subsidiary in Spain.

14. We always **are preparing/prepare** meetings with our customers very carefully.

Ex.10. Translate the following sentences from Russian into English.

1. **Качество** наших **товаров** постоянно **растет**, а бизнес **расширяется**. 2. Мы **поставляем** наши **товары** на **приемлемых условиях**. 3. Эта английская фирма **состоит** из шести **отделов**. 4. Наши **новейшие** технологии **соответствуют зарубежным стандартам**. 5. Мы всегда назначаем **разумные** цены на наши **товары**. 6. Мы надеемся **решить** этот **вопрос** во время **переговоров**. 7. Пожалуйста, **назначьте встречу** с нашими **поставщиками** на 15 мая. 8. Мы хотим **увеличить** производство на 10 %. 9. Они предлагают нам хорошую **скидку**. 10. Наша фирма сейчас проводит новую рекламную **кампанию**. 11. Почему он **отвечает за поставку товаров?** Он не очень **квалифицирован** в этом **вопросе**. 12. Эта дочерняя **компания** **поставляет** оборудование в разные страны **на хороших условиях**.

Ex.11. Read the following dialogue:

Mr. Stevens and Mr. Brown are having talks about an advertising campaign for a new product.

Stevens – Good morning Mr. Brown.

Brown – Good morning Mr. Stevens. I am glad to meet you. How do you like our choice of advertising media?

Stevens – Placards on buses and taxis don't cost much but they are efficient. It's a reasonable solution now when our budget is low.

Brown – Glad to hear that. By the way, what do you think about posters? They don't require much finance either. The message on the advertisement is short and people read it quickly.

Steven – Yes, it's a good idea. And the advertisement stresses what people look for in our products – comfort and low price.

Brown – Certainly. And their quality.

Stevens – No doubt. That's why they meet international standards. You know, at present our sales are increasing. This new line of shoes is a step forward.

Brown – If we are doing quite well now, what if we use TV advertising?

Stevens – I am sorry to say “no”. It’s very expensive for us now.

Brown – OK. All in all I hope for the success of our advertising campaign. Firstly, our advertising people are professionals. Secondly, all our employees are doing very well. Finally, we spend very little money.

Stevens – That’s true. Let’s hope for the best.

Notes:

1. to stress – подчеркивать

Answer the questions to the dialogue:

1. What advertising media are Mr. Brown and Mr. Stevens speaking about?

2. What advertising media do they decide to choose for their advertising campaign and why?

3. What do you know about the products of Timberland?

4. Name the reasons for the possible success of a new product.

Ex.12 Work with your partner.

Act out dialogues on the basis of the following situation.

Mr. Stevens is visiting a foreign subsidiary of Timberland in Italy. He is having talks with Mr. White, the head of Marketing Department and Mr. Black, the head of Public Relations and Advertising Department. They are discussing an advertising campaign and other promotional methods for their new line of winter high boots.

Vocabulary

1. appointment (n, C) – деловое свидание, условленная встреча to make an appointment **with** smb **for** some time – назначить встречу (с кем-л. на какое-л. время)

break an appointment – не прийти на встречу.

appoint (v) – назначать, определять (время, место и т. п.)

2. be in charge of (smth / doing smth)- отвечать за что-л., быть ответственным за что-л.

Syn: be responsible for

3. business matter – деловой вопрос/проблема

Syn: business issue

4. campaign (n, C) – кампания

a campaign **against** smth / **for** smth – кампания против чего-л. / за что-л.

campaign **against** smoking – кампания по борьбе с курением

to carry out a campaign – проводить кампанию

an advertising campaign – рекламная кампания

5. consist of (v) – состоять из

6. customer (n, C) – заказчик, покупатель; клиент

Syn: buyer

7. department (n, C) – подразделение в каком-л. учреждении;

отдел

accounting department – бухгалтерия

finance department – финансовый отдел;

sales department – отдел сбыта; коммерческий отдел

8. discount (n, C) – скидка

a discount **on** the goods – скидка на товары

a discount **off** the price – скидка с цены

to give / get a discount – предоставить / получить скидку

9. efficient (adj) – результативный (о работе), квалифицированный (о человеке)

efficient **in** smth – квалифицированный в чем-л.

efficiency **in** smth (n, U) – эффективность, результативность, производительность в чем-л.

10. expand (v) – расширять(ся)

E.g. Our trade with China is expanding. – Наша торговля с Китаем расширяется.

11. foreign (adj) – иностранный; зарубежный

foreign market – внешний рынок

Syn: overseas

Ant: domestic; home

12. goods (n) pl. – товар; товары

E.g. Your goods appeal to us. – Нам нравится ваш товар / ваши товары.

manufactured goods – промышленные товары

consumer goods – потребительские товары

13. increase (v) – увеличивать(ся); расти; (**from... to** – с... по);

to increase **by** 10% – увеличиться **на** 10%

to increase **to** 10% – увеличиться **до** 10%

to increase **in** number – увеличиваться в числе

14. look through smth (v) – просматривать что-л.

15. meet the standards – соответствовать стандартам

16. price (n, C) – цена

at a price **of** ... – по цене в...

a price **for** – цена на / за (что-л.)

18. quality (n, U) – качество

high quality – высокое качество

low, poor quality – плохое качество

to be **of** high/low quality

19. reasonable (adj) – приемлемый, умеренный, разумный (о цене)

E.g. The price is reasonable to us. – Цена для нас приемлема.

20. run (v) (ran, run) – руководить, управлять; контролировать;

to run a company, a business – руководить компанией, управлять бизнесом

21. solution to (a problem) (n, C) – решение, разрешение (проблемы)

to solve a problem – решить проблему

22. subsidiary (n, C) – дочерняя компания

23. supplier (n, C) – поставщик

supply (n, C) – снабжение, поставка

E.g. We are having negotiations with our main suppliers now. – Мы ведем переговоры с нашими главными поставщиками.

to supply smb **with** smth- снабжать кого-л. чем-л.

24. switch on (v) – включать (свет, компьютер и т. п.)

switch **off** – выключать (свет, компьютер и т. п.)

25. talks (n) – переговоры

to have talks **with** smb – вести переговоры с кем-либо;

Syn: negotiations

26. terms (n, C) – условия соглашения, договора

under the terms of an agreement – по условиям соглашения;

terms of delivery and payment – условия поставки и оплаты

27. up-to-date (adj) – современный; новейший

UNIT 3

Grammar: Past Simple; Past Continuous

Reading: The History of the Ford Motor Company

The Ford Motor Company **entered** the business world on July 16, 1903 with only \$ 28,000 **in cash**. At that time it was a small company in a Detroit wagon factory with 10 people on the staff.

One year after the company started its operations (in 1904) the foreign expansion programme began.

On August 17, 1904 a **modest** plant opened in the small town Walkersville, Ontario, with the name of the Ford Motor Company of Canada, Ltd. It was the beginning of an overseas organization of **manufacturing plants, assembly plants and a dealer network**.

The company had hard times in its first years, young Henry Ford, as chief engineer and later as president, **directed a development and production** programme. Some of Ford cars were experimental and never **reached** the public. But some of their models were an immediate **success**.

During the years of its fast expansion the Ford Motor Company was producing trucks and tractors (in 1917), it bought the Lincoln Motor Company (in 1922), built the first of 196 Ford Tri-Motor airplanes which in 1925 America's first commercial airlines used with a great success.

In 1942 the civilian car production stopped as the company was working for the U.S. war industry. The **huge** wartime programme was producing "Liberator" bombers, aircraft engines, jeeps, tanks and other types of war **machinery**.

Ford was the first international company. In 1914 it had assembly plants in Canada, Europe, Australia, South America and Japan. The real opportunity to become a global company came with the electronic revolution of the late 1980s. In 1987 Ford **launched** a computer-based system that **linked** manufacturing and engineering groups in Ford factories all over the world. Now Ford **represents** itself in 200 countries around the world. It is the world's second-largest industrial corporation and the second-largest producer of cars and trucks.

Although Ford is better known as a manufacturer of cars, trucks and tractors, it now produces a wide **range** of other products such as industrial engines, construction machinery, glass and plastics. And Ford has a good reputation in other businesses: financial services, insurance, automobile spare parts, and electronics.

Exercises

Ex.1. Answer the following questions using the text.

1. What did a small Detroit factory produce?
2. What range of products did the Ford Company produce in wartime?
3. What does the Ford Company manufacture nowadays?
4. When did the foreign expansion programme of Ford begin?
5. Where did the Ford Company start its first overseas manufacturing plant?
6. How did the company develop in its first years?
7. In which countries did Ford have assembly plants in 1914?
8. What were the stages of the Ford fast expansion before the Second World War?
9. When did the Ford Company turn from an international into a global one?
10. How did the development of electronics affect the activities of the company?
11. What is the position of the Ford Company in the modern business world?

Ex.2 Speak about the events which took place in:

1903, 1904, 1914, 1917, 1922, 1925, 1942, 1987

Ex.3. Find in the text these numbers and say which information they give us:

10, 196, 200, 28000

Ex.4. Read the following statements and say if they are true or false according to the text.

1. The Ford Motor Company of Canada, Ltd started its foreign expansion programme in 1903.
2. The expansion programme of the Ford Motor Company included the organization of a dealer network, assembly plants and manufacturing plants.
3. In the first years the company had a lot of good and bad times.
4. The foreign expansion of the company was rather slow.
5. The company's civilian car production stopped in the first year of the 2nd World War.
6. During the 2nd World War the company was producing a huge range of war machinery.
7. In 1914 the Ford Company had assembly plants on all the continents.
8. The real opportunity to become an international company came to Ford with the electronic revolution.

9. Ford has a good reputation in a lot of businesses.
10. Ford was the first global company.

Ex.5. Translate the following sentences from English into Russian.

1. We decided to increase the volume of production. 2. The students reached good results at the exams. 3. What overseas market were they planning to enter at that time? 4. Our sales representative reached an agreement with a new supplier two months ago. 5. What are the latest developments of this company? 6. He represents a huge corporation. 7. This company launched new machinery last year. 8. He was always modest and didn't like to speak about his achievements. 9. She was successful in everything she did. 10. The railway line links the two towns together. 11. We have the full range of sizes in a wide range of prices. 12. The manager promised to show us the manufacturing plant. 13. He advised us to develop some kind of sales network to distribute our products.

Ex.6. Translate the following word-combinations from Russian into English.

Выйти на внешний рынок; развивать сеть сбыта; иметь огромный успех; выпустить новый продукт; широкий ассортимент товаров; платить наличными; представлять компанию; посетить завод-изготовитель; работать под руководством мистера Брауна; соединять теорию с практикой; скромные возможности; прийти к соглашению; производитель машинного оборудования.

Ex.7. Complete the following sentences using the necessary prepositions.

1. Nobody wants to work ... the direction ... this manager. 2. When did this company enter ... the market? 3. I have only fifty dollars ... cash. 4. Who arranged our visit ... the manufacturing plant? 5. They went ... that direction. 6. Video games ... good graphics are a huge success ... overseas and home markets. 7. There was a wide range ... goods ... the shop. 8. The new plane is ... production now. 9. They reached success ... hard work.

Ex.8. Insert the missing words. Use your active vocabulary.

1. When did they ... this product? 2. Some products never ... the public. 3. I tried to phone you without 4. We need to look for ... markets. 5. This company is the leading ... of cars. 6. He is going ... our interests in court. 7. The events ... very slowly last year. 8. In 1903 the Ford Motor Company had only \$ 28.000 in 9. He ... a large company. 10. After the long negotiations the two sides ... an agreement.

Ex.9. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|------------------------|----------------------------|
| 1. foreign | 5. to come in |
| 2. to manage | 6. not too large in amount |
| 3. to put into action | 7. very large |
| 4. a favourable result | 8. to connect |

Ex.10. Put the verbs in Past Simple or Past Continuous

- Last summer her son (enter) Oxford University.
- While she (work) in London she (start) to direct the European sales network.
- We (see) the Ford assembly plant when we (be) in the USA.
- The company first (sell) machinery to Latin America but later on they (begin) to trade on a global scale.
- There (be) a huge range of products on display at the trade fair in Paris.
- A few years ago we (build) a manufacturing plant in Indonesia.
- The advertising campaign (link) the new yogurt with a healthy way of life.
- I (leave) my credit card at home, so I (pay) cash.
- They (set up) a dealer network two years ago when they (plan) a new sales strategy.
- The new medicine never (reach) the market as it (have) serious side effects.
- The corporation (launch) its overseas operations to increase profits and gain new markets.
- When this company (become) the market leader it (decide) to diversify its operations.
- John (buy) an Aston Martin when he (win) 1mln. dollars in the lottery.
- Mr. Harper started working in this company in 1988. At that time he (work) as a middle manager; now he is Vice President.

Ex.11. Ask questions to the following sentences in Past Simple

- Henry Ford became famous for its innovative assembly line.
Why..
- They saw the new machinery at the trade exhibition.
Where...
- The huge programme started in 1946.
When...
- Bill Gates was the person who invented Windows.
Who...

5. She was our PR manager two years ago.

Was...

6. There were five leading manufacturers of medical equipment at the trade fair.

How many...

7. The company opened a new sales office in Manila.

What...

8. The Managing Director discussed the strategy with the members of the Board.

Who...with

9. The customers were pleased with the service.

Were...

10. The firm gave a two-year guarantee for all the products.

Did...

Ex. 12. Translate the following sentences into English.

1. Эта компания производит широкий **ассортимент** разных продуктов. 2. Если Вы хотите посетить **завод-изготовитель** и увидеть **сборочные цеха**, мы готовы все организовать. 3. На встрече присутствовали **представители** многих крупных компаний. 4. Когда эта компания **вышла на** внешний рынок? 5. Новый продукт, который они **выпустили** в прошлом году, имеет большой **успех** на внутреннем рынке. 6. Я всегда предпочитаю **расплачиваться наличными**. 7. Когда они начали **производство** нового **машинного оборудования**? 8. Я уверен, что переговоры помогают нам быстрее **прийти к соглашению**. 9. Компания **успешно** работает **под руководством** мистера Блейка. 10. Что **связывает** этих людей? 11. Кто является Вашими **торговыми представителями за рубежом**? 12. Почему Вы хотите создать **сеть сбыта**? 13. Компания **успешно** работала **под руководством** г-на Блейка, когда они **выпустили** новый продукт.

Ex. 13. Read the following dialogue:

John Wilson and Jack Brown are talking on the phone. They are old friends. Mr. Wilson works for a large trading company and Mr. Brown is in the electronics business.

John – Jack?

Jack – Speaking. Good morning, John.

John – Good morning. I am glad to hear you.

Jack – You don't usually call me so early. Are you at work? What are you doing now?

John – I am at home. I have a day off today. It's my first day off in two weeks.

By the way, Fred is here in London. We are having dinner with him tonight.

Jack – Bring him over here. I want to see him very much too. Who does he work for?

John – Agrimax. It started as a small company only 5 years ago and now it represents itself in 15 countries around the world.

Jack – Oh, really. I heard something about first-class agriculture machinery they produce. As far as I remember their XP-300 model was a great success.

John – In fact, not all their models reached the public. Their XP-400 model was a failure. It took them one year to develop it, they spent a lot of money on this project but sales in the first 6 months were very low.

Jack – This is international business. You don't always gain, you sometimes lose. When we launched our first laser printer in Europe there were so many restrictions that we decided to stop producing them. But later we set up assembly plants in Canada, Mexico, and Australia. Now we have a large dealer network and our sales are high.

John – I also remember hard time in my business. In the late 1990's I directed a development and production programme. We decided to integrate e-commerce into our sales strategy and failed.

Jack – OK, John. I hope to see you two tonight. Why don't you come to my place with Fred to have a cup of tea and discuss everything?

Notes:

1. failure – неудача, провал
2. to gain – приобретать
3. restrictions – ограничения

Answer the questions to the dialogue:

1. What difficulties did Fred's company have in business?
2. What difficulties did John's company have in business?
3. What difficulties did Jack's company have in business?

Ex.14. Work with your partner. Make dialogues on the following assignments:

1. You are a business person. You have your own small company. It produces kitchen furniture. You want to go international. Discuss the advantages and disadvantages of this step with your business partner who opened his first international subsidiary in Italy two years ago.

2. You want to produce an impression on your new friend. Give facts and figures about your international business in the sphere of food distribution which you started 5 years ago.

Vocabulary

- 1. assembly plant (n, C)** – сборочный цех
to assemble – собирать, монтировать
- 2. cash (n, U)** – наличные деньги
to pay cash/**in** cash – платить наличными
- 3. dealer network** – дилерская сеть
sales network – сеть сбыта
- 4. development (n, C)** – развитие, разработка
the development of industry – развитие промышленности
develop (v) – развивать(ся), разрабатывать
- 5. direct (v)** – направлять, руководить
to direct a business – руководить предприятием
direction (n, C) – направление, руководство
under the direction of smb – под руководством кого-л.
in the direction of smth. – по направлению к чему-л.
Syn: to run
- 6. enter (v)** – входить в, вступать в, поступать
to enter a room – войти в комнату
to enter a market – появиться на рынке
- 7. huge (adj)** – огромный
a huge problem – огромная проблема
- 8. launch (v)** – начинать(новое производство), запускать (новую линию)
to launch a new company – открыть новую компанию
to launch a product – выпустить продукт
- 9. link (v)** – связывать, соединять
E.g. We want to link our business with telecommunications. – Мы хотим связать наш бизнес с телекоммуникациями.
link (n, C) – связующее звено, связь
- 10. machinery (n, U)** – машины, машинное оборудование
to sell machinery – продавать оборудование
- 11. manufacturing plant (n, C)** – завод-изготовитель
to manufacture – производить, изготовлять
E.g. This plant manufactures cars. – Этот завод производит машины.
Syn: to produce
production (n, U) – производство, изготовление
mass production – массовое производство
producer (n, C) – изготовитель, производитель
Syn: manufacturer
- 12. modest (adj)** – скромный
a modest pay – скромная зарплата

13. range (n, C) – диапазон, размах

a range of goods – ассортимент товаров

a wide / narrow range of goods – широкий / узкий ассортимент

товаров

a price range – колебание цен, диапазон цен

14. reach (v) – достигать

to reach an agreement – достигнуть соглашения

15. represent smb (v) – представлять кого-л.

representative (n, C) – представитель

a sales representative – торговый представитель

16. success (n, U) – успех, удача

E.g. The company reached success in business. – Компания достигла успеха в бизнесе.

But! to be a success – иметь успех

E.g. He was a great success in music. – Он преуспел в музыке.

successful (adj) – удачный, успешный

a successful businessman – преуспевающий бизнесмен.

Consolidation Units 1-3

I. Complete the sentences using the right item

1. There are few jobs that don't ... special training.
a) look for b) decide c) require
2. He always keeps his word, he is very...
a) responsible b) impossible c) flexible
- 3) We don't ... new people now, we are short of money.
a) fire b) employ c) start
4. If you take up this job it will give you a lot of ... for promotion.
a) fringe benefits b) shifts c) opportunities
5. The company is... its exports to more and more countries.
a) increasing b) meeting c) running
6. I'm ... the mail now.
a) looking after b) looking up c) looking through
7. The CEO is... the whole company.
a) in need of b) in charge of c) in support of
8. I'm calling about my ... for Monday; I'm afraid, I'm busy on Monday.
a) business matters b) appointment c) subsidiary
9. Mr. Stevens works hard and has much experience. He is a very... employee.
a) reasonable b) efficient c) high quality
10. We always order cartridges from them. They are our old...
a) suppliers b) customers c) subsidiaries
11. When the company... its innovative product it immediately became the market leader.
a) reached b) launched c) directed
12. The Managing director ... the profit with the clever strategy the company used.
a) linked b) entered c) produced
13. We produce a wide ... of health products.
a) network b) production c) range
14. An... ... is the place where the workers put together the components of cars.
a) engineering group b) assembly plant c) manufacturing plant
15. appeals to Nick as he has classes at the university in the mornings.
a) work in shifts b) full-time work c) part-time work.

II. Open the brackets using the correct form of the verb.

1. John (have) only 20 \$ in cash so he offered to pay by credit card.
2. At the moment they (have) talks with their potential customers.
3. I (think) of starting my own business.
4. What you (think) of your new CEO?
5. When people (look for) a job they usually write a CV.
6. Currently the company (consist) of five departments.
7. When Mike (enter) the room he saw a huge table with lots of papers on it.
8. Last year our profits (increase) by 10%.
9. They (recruit) a very experienced computer analyst not long ago.
10. I (be) in charge of this project so please, follow my instructions.
11. You (see) the project of a new assembly plant when you visited our office?
12. Linn (not like) her present job, she (prefer) to work regular hours.

III. Insert the right preposition

1. Jon is looking ... a well-paid job with career opportunities.
2. I work ... an office and have a nine...five job.
3. Nancy's job of a reporter appeals ...her.
4. Ben is in charge... Production Division.
5. The test consists...five tasks.
6. We are ready to give you a 5% discount ... the goods.
7. The price...the goods includes packing.
8. The company offered... us a wide range... micro ovens.
9. The R&D department succeeded ... developing a new energy-saving device.
10. They agreed to supply us... all the necessary information.
11. ... the terms of this agreement you are to pay by cash.
13. The Manager is not satisfied... the results of the talks.
14. Ted is responsible... that mistake.

IV. Form nouns from the following verbs.

- | | |
|--------------|-------------|
| 1) decide | 6) satisfy |
| 2) advertise | 7) appoint |
| 3) appeal | 8) expand |
| 4) employ | 9) supply |
| 5) offer | 10) develop |

UNIT 4

Grammar: Present Perfect, Past Simple

Reading: Travelling on Business.

Mr. Spencer works for Maggate – a multinational company which manufactures more than 50.000 different products. Mr. Spencer is in the computer business. In fact he is responsible for European business which **accounts for** about 40% of the company's worldwide **sales**. Maggate has had subsidiaries for almost 30 years and Mr. Spencer has helped to **set up research** and development centers in Europe. He has already been to many countries all over the world.

Last week Mr. Spencer flew to Germany to discuss business with German partners. Maggate has always spent a large part of its **annual** budget on the **improvement** of its products, and Mr. Spencer's **mission** in Germany was to **exchange** ideas and information **concerning** computer software. Constant information exchange and coordination of **efforts** is a key to Maggate's success. Mr. Spencer has succeeded in his mission. He and his German colleague Mr. Brown have known each other for a long time and during the talks they **got down to business** immediately. They didn't **waste time on** formalities and ceremonies and **managed to settle** a lot of **crucial** items. The partners looked through the latest catalogues and **closely** studied the models on the market, they **agreed on** several changes in the planning of the new models. They **accepted** several new methods to increase their sales. They also made an appointment for October. Both parties **were** very **pleased with** the results of the meeting and are **looking forward to** seeing each other again.

Such meetings are important to the organization. Mr. Spencer has organized and **attended** a number of international meetings. He knows their organizers usually take into account a lot of factors. As a business traveller Mr. Spencer also knows that if you do business abroad, it's useful to **find out** local customs before you start. Mistakes are often expensive. Mr. Spencer is a successful businessman. He has never made serious mistakes and has **gained** a lot of business experience.

Exercises

Ex. 1. Answer the following questions using the text.

1. What type of business is Mr. Spencer in?
2. How long has the company had foreign subsidiaries?
3. What is the share of the European business in the company's sales?

4. Where did Mr. Spencer go on business last week?
5. What was his mission during the talks with German partners?
6. Has he succeeded in his mission?
7. What sort of work did Mr. Spencer and Mr. Brown manage to do?
8. Why did Mr. Spencer and his German colleague get down to business without formalities?
9. Did Mr. Spencer and Mr. Brown make any appointments?
10. Were the parties satisfied with the results of the talks?
11. Why are international meetings important for business partners?
12. Is Mr. Spencer an experienced businessman? Why? Why not?

Ex.2. Read the text and say whether the statements are true or false.

1. Mr. Spencer works for a local clothes company.
2. He has helped to establish research centers in Europe.
3. Mr. Spencer's mission in Germany was to open a new subsidiary.
4. Mr. Spencer and Mr. Brown have already met before.
5. Mr. Spencer and Mr. Brown made an appointment for mid-autumn.
6. Mr. Spencer didn't manage to settle many crucial items.
7. The parties were upset with the results of the meeting.
8. It's very important to have meetings with your business partners to exchange ideas and solve difficult problems together.
9. If you know local customs it helps you to improve relations and succeed in your business.
10. Mr. Spencer has made a lot of serious mistakes in his business and hasn't been a big success yet.

Ex.3. Translate the following sentences from English into Russian.

1. I am not pleased with his work.
2. He has wasted so much time.
3. Have you found out the facts concerning that agreement?
4. They got down to business and discussed the improvement of the design.
5. Where did he gain his experience? Did he attend any training courses?
6. We are looking forward to increasing our sales.
7. Our manager has closely studied the crucial problems of our business.
8. They gained a lot from the project.
9. Our mission is to improve sales.
10. How do they account for the waste of money?
11. We did not agree to set up a subsidiary abroad.
12. What have you decided concerning this business visit?
13. I don't want to waste time, let's get down to business.
14. The

Managing Director attended the annual meeting and managed to settle the problem.

Ex.4. Translate the following word-combinations from Russian into English.

Нести ответственность за ключевые вопросы; суметь выполнить задание; быть довольным результатами исследования; внимательно изучить договор; обмениваться мнениями по важным деловым вопросам; с нетерпением ожидать получения проекта; договориться об открытии (setting up) нового зарубежного филиала; легко урегулировать конфликт; назначить встречу, чтобы обменяться идеями; согласиться с управляющим; тратить время на формальности; посещать ежегодные собрания.

Ex.5. Complete the following sentences using the necessary prepositions.

1. Our Managing Director is pleased ... our retail sales. 2. She exchanged the money ... effort. 3. We agreed ... our business partners and decided to set ... a joint venture. 4. What accounts ... our sales decrease? 5. They agreed ... our price and we are looking ... doing business with them. 6. He tried to find ... their mission but it was a waste ... time. 7. What models are ... sale now? 8. The businessman offered a lot ... money ... exchange ... information ... their new model. 9. Why don't we to get ... business?

Ex.6. Insert the missing words. Use your active vocabulary.

1. We cannot ... to your terms. 2. They are ... with our efforts to improve the sales. 3. The marketing ... showed the potential demand for our goods in that region. 4. The director ... out that some people didn't attend the ... meetings. 5. Have you studied ... all the details ... the contract? 6. This decision is ... for our future work. 7. How much money have you ... from this project? 8. At what price do you ... your goods? 9. It was not easy to ... the conflict, but finally we ... to do it. 10. This project is useless it is a real ... of money. 11. What are you ... forward to?

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|-----------------------|--------------------------|
| 1. an attempt | 7. to be present at |
| 2. to establish | 8. relating to |
| 3. to agree | 9. happening once a year |
| 4. to learn | 10. to be satisfied with |
| 5. to spend uselessly | 11. to get |
| 6. to explain | |

Ex.8. Open the brackets using Present Perfect

1. They recently (manage) to settle a serious financial problem.
2. All right, we (agree) on the method of payment, but what about a small discount?
3. This week our R and D department (set up) a research team to test the new hand cream.
4. Bob (not study) the offer yet.
5. ...you (find out) any information about our target customer?
6. Since the day I joined this consulting firm I (gain) a lot of useful experience.
7. They already (accept) our proposal but they (not send) us a draft contract yet.
8. ...James (complete) his mission in Russia yet?
9. This year our total sales (rise) by 10%.
10. You (waste) all your pocket money on fashion magazines again; you won't get any more next week!
11. It's already 12 o'clock but we (not get down) to business yet.
12. Mr. Tanaki and Mr. Furt just (exchange) business cards, they are very pleased with the conference.

Ex.9. Choose the right item.**Pay attention to the place of the adverbs of time.**

1. Our client just **called/ has called** to say he **has received/ received** the order yesterday.
2. **Have you seen/Did you see** our latest prototype yet?
3. She **hasn't found out/ didn't find out** the order number on Monday and sent another inquiry on the next day.
4. We recently **set up/have set up** a sales network in Algeria.
5. I **haven't seen/didn't see** the Managing Director today.
6. Who **took/has taken** the copy of the contract? I **have left/left** it on the table a minute ago!
7. Mary **has taken/took** our VIP client to an expensive restaurant yesterday.
8. **Was he/Has he been** to Rome? – Not yet.
9. Look what you just **did/have done**! You've damaged my annual report with your coffee!
10. The partners **have been/were** pleased with the talks and signed a contract last week.
11. I finally **managed/have managed** to calculate the family budget for this month. Have a look!
12. **Have you attended/Did you attend** the conference in Brussels? – Yes, it **was/has been** a useful experience for me.

13. At first they **were/have been** not so rich, just a small family company.

14. She **hasn't wasted/didn't waste** time on shopping when she was in Greece; she **has gone/went** sightseeing.

15. So far our company **developed/has developed** two successful advertising campaigns, but we are working on some more.

Ex. 10. Translate the following sentences into English.

1. Мы только что провели большое **исследование относительно улучшения** данного продукта. 2. Наши партнеры были **недовольны** результатами переговоров и мы не **пришли к соглашению**. 3. Мы не **согласны** на Ваши условия. 4. Господин Браун **попытался сразу перейти к делу**, но господин Смит не хотел обсуждать **ключевой** вопрос переговоров и партнеры **потратили** много времени. 5. Почему цена **неприемлема** для Вас? 6. Если Вы хотите **получить** прибыль, **откройте** свое дело. 7. **Выясните**, пожалуйста, кто **возглавляет** это предприятие. 8. Мы не **урегулировали** конфликт и **разорвали соглашение**. 9. Как Вы **объясняете** низкий **уровень продаж** в этом месяце? 10. Сейчас наш **управляющий директор** находится на **ежегодном** собрании. 11. Наши партнеры **тщательно** изучают новую дилерскую сеть. 12. Заказчики с **нетерпением ждут открытия** нашего завода за рубежом. 13. Он не **справился с заданием** и это **объясняет** низкий **объем продаж**. 14. На что Вы хотите **обменять** свой товар?

Ex. 11. Read the dialogue and answer the questions given below.

Announcer: Hello, everybody and welcome to our weekly radio program "Business People". Today we have invited a person who has headed the European division of the successful international company Maggate for many years, – Mr. Spencer.

Spencer: It is my pleasure to be here today, Nick. I guess, I will answer some of the questions concerning my business experience and my company business activities. But, please, call me Jason if you don't mind.

Announcer: OK, Jason. Our listeners are ready for your advice to young businesspeople who have just set up their businesses. As we know, your division brings 40% of the total sales of computer software.

Spencer: Exactly. But to achieve these figures we have done a lot of work.

Announcer: What is crucial if a company wants to make an effort to go global?

Spencer: First of all, you set up research centers to investigate closely your potential market and plan your annual budget: it's rather expensive to run foreign subsidiaries.

Announcer: Jason, I know that your German subsidiary has done very well this year again. Could you share the secret of your success on the German market?

Spencer: Certainly. We are very pleased with the efficiency of this subsidiary, but it is the result of joint efforts of our company and our German partners. When we started ten years ago, we agreed to hold regular meetings with regional managers and our German partners to exchange information on the new developments in computer industry. We also agreed on arrangements to plan and monitor project management.

Announcer: You visit Germany quite often, don't you?

Spencer: My mission is to maintain efficient feedback with our German partners. So, I visit Germany every month. It allows me to get to know the staff, to find out all about their working style and to help them settle the strategic problems.

Announcer: One last question, Jason. Do you think business gains a lot from good personal relations between partners from different cultural groups?

Spencer: By all means! You get down to business only after you have established friendly relations and trust. I think learning about a foreign culture is not a waste of time. It makes or breaks your deal.

Announcer: Thank you very much, Jason and we hope to see you again on our program "Business People".

Notes:

1. to investigate – исследовать
2. joint – совместный
3. to maintain – поддерживать

Answer the following questions

1. What is the radio program about?
2. Why have they invited J. Spencer?
3. What is important when a company goes global?
4. What accounts for the success of the German subsidiary of Maggate?
5. Why does Mr. Spencer visit Germany?
6. Do you agree that it's crucial to learn about the local culture of the country you are doing business with? Why? Why not?
7. Why are good personal relations important in business?
8. Why did Mr. Spencer agree to take part in this program, in your opinion?
9. What kind of person is Jason Spencer, from your point of view?

Ex. 12. Work with your partner.

Make up a dialogue on the following assignment:

A: You are Mr. Brown, Mr. Spencer's business partner from Germany. You have prepared a plan to advertise and promote sales of the new language learning computer program. Discuss your ideas with your colleague and ask him for advice.

B: You are Mr. Spencer. You have come to Düsseldorf to attend a regular meeting with your German partner. Discuss his new promotion campaign and the ways to increase sales.

Vocabulary

1. accept (v) – допускать, признавать

E.g. I accept that he is right. – Я признаю, что он прав.

acceptable to smb (adj) – приемлемый, допустимый для кого-л.

E.g. The conditions are not acceptable to everybody. – Условия не приемлемы для всех.

2. account for smth (v) – составлять, объяснять что-л.

E.g. How do you account for the accident? – Как вы объясните причины этого несчастного случая?

to take into account – принимать во внимание, в расчет

3. agree (v) – соглашаться, договариваться

to agree **with** smb – соглашаться с кем-л.

to agree **to** smth – соглашаться с чем-л.

to agree **on** smth – договариваться о чем-л.

E.g. He agreed to my plan. – Он принял мой план.

E.g. He agreed with our partners. – Он согласился с нашими партнерами.

agreement (n, C) – соглашение, договор

to reach an agreement – прийти к соглашению

to break an agreement – разорвать соглашение

E.g. We reached an agreement with our partners. – Мы пришли к соглашению с нашими партнерами.

4. annual (adj) – ежегодный; годичный, годовой

an annual meeting – ежегодное собрание

5. attend (v) – посещать; (лекции, собрания и т. п.)

E.g. He attends all annual meetings. – Он посещает все ежегодные собрания.

6. be pleased (with smb/smith) – быть довольным (кем-л./чем-л.)

E.g. I'm quite pleased with my new car. – Я вполне доволен своей новой машиной. Pleased to meet you. – Рад познакомиться.

7. closely (adv) – внимательно, тщательно

to study closely the contract terms – тщательно изучить условия контракта

8. concerning (prep) – касательно, относительно

E.g. Any information concerning this contract is important. – Любая информация по этому контракту важна.

9. crucial (adj) – ключевой, решающий

a crucial decision – ответственное решение

10. effort (n, C) – усилие, попытка

to make an effort – сделать усилие, попытаться

without effort – без усилий, легко

11. exchange (n, C) – обмен; бартер (о товарах), замена

in exchange for smth – в обмен на что-л.

exchange smth for smth (v) – обменивать что-л. на что-л.

E.g. I'd like to exchange this book for that one. – Я хотела бы обменять эту книгу на ту.

12. find out (found out – found out) (v) – узнать, выяснить

to find out the truth – узнать правду

13. gain (v) – получать, приобретать

to gain experience – приобретать опыт

to gain a profit – получать прибыль

14. get (got – got) down to business – заняться делом, перейти к делу

15. improvement (n, C) – улучшение, усовершенствование

improvement of service – улучшение обслуживания

improve (v) – улучшать(ся); совершенствоваться(ся)

improved (adj) – улучшенный, усовершенствованный

improved design – усовершенствованная конструкция

16. look forward to smth/doing smth (v) – ожидать с нетерпением чего-л., стремиться к чему-л.

E.g. We look forward to receiving your offer. – Мы ожидаем получения вашего предложения.

17. manage (v) – 1) руководить, управлять, стоять во главе

E.g. She manages our foreign subsidiary. – Она стоит во главе нашего зарубежного филиала.

2) справляться, суметь сделать (что-л.)

E.g. He managed to finish this project. – Ему удалось завершить этот проект.

management (n, U) – управление; руководство, менеджмент

managing (adj) – руководящий, управляющий производством

Managing Director – директор-распорядитель, управляющий

managing staff – руководящий персонал

18. mission (n, C) – миссия; задание

to perform a mission – выполнять задание

E.g. Our mission was to work out a trade agreement. – Нашей миссией было разработать торговое соглашение.

19. research (n, U) – (научное) исследование; исследовательская работа

to do research – проводить исследования

E.g. His research has been successful. – Его исследование было плодотворным.

research work – (научно-)исследовательская работа

research (v) – исследовать; заниматься исследованиями

E.g. Marketing specialists have spent a lot of time researching **into** the study of demand for these goods. – Маркетологи потратили много времени на изучение спроса на эти товары.

20. sale (n, C) – продажа; сбыт, распродажа по сниженной цене

to be **on** sale – продаваться

sales – объем продаж

E.g. Retail sales fell in November by 5%. – Объём розничных продаж в ноябре сократился на 5%

sell (v) (sold – sold) – продавать(ся); торговать, вести торговлю

E.g. I don't want to sell the house at this price. – Я не хочу продавать дом по этой цене.

21. set up (set up, set up) (v) – учреждать, открывать (дело, предприятие и т. п.)

E.g. Ford set up a modest plant in the small town Walkersville, Ontario on August 17, 1904. – Форд открыл небольшой завод в городе Вокерсвилле, штат Онтарио 17 августа 1904 г.

22. settle (v) – урегулировать, разрешить (спор, конфликт)

E.g. We managed to settle the conflict. – Нам удалось урегулировать конфликт.

23. waste (v) – терять даром, тратить впустую (деньги, время, энергию и т. п.)

to waste time **on** smth – тратить время на что-л.

waste (n) – ненужная трата; потеря

a waste of time/money/energy – бесполезная трата времени/денег/сил

UNIT 5

Grammar: Present Perfect Continuous

Reading: E-commerce

Many companies are beginning to use the Internet for **commerce**. The **mass media** have been noting recently that e-commerce hasn't met their financial expectations and many Internet **start-ups** have **gone bankrupt**. In reality many businesses have set up electronic commerce sites. Successful technology companies have been **creating** online shopping sites for business-to-business and business-to-**consumer transactions**. The examples of the companies that have successfully been using the Internet to sell their products are Dell and Cisco. Dell is generating more than seven million dollars a day in web sales, while Cisco **exceeded** one billion dollars in annual sales over the web in 1998. In e-commerce small companies can **compete with** big companies. In fact the Internet is very **attractive** to small companies for several reasons:

- it makes the size of a company irrelevant. Large and small companies have the same **access** to customers and can create the same kind of Internet presence;
- it makes the location of a company irrelevant. Customers from anywhere can easily use your company's site;
- it increases **feedback**. If for example your company sells printing **equipment** you can go to a printing discussion group and see what subjects are of interest to people, what they are saying about you or your competitors' products.

For Avtotravel, a small company in a car business, the Internet has a lot of **advantages**. Usually a customer visits the Volkswagen site to find information on the Passat, the Toyota site to learn about the Camry and the Ford site to **investigate** the Taurus. He can also visit the Avtotravel site to get information concerning its products and prices. The Internet **provides** him **with** an easy way to shop for different products so he **compares features**, functionality and prices online.

The Avtotravel company has not only been **dealing in** cars, it has also been offering the cars to **rent**. The company has understood that e-commerce is not a **marketing** tool; it's a new business channel. Avtotravel has integrated e-commerce into its overall marketing and sales strategy. It helps the company to maximize the **benefits** of online **purchasing**.

Avtotravel has been successful in driving customers to the site through web advertising. Banners are a very popular form of web

advertising. The general rule for advertising is that a site needs over three million visitors a day.

Exercises

Ex.1. Answer the following questions using the text

1. Why are many companies beginning to use the Internet?
2. How is the information from the media different from what is happening in reality?
3. What two types of on-line shopping have companies been creating?
4. Why is the Internet attractive to small companies?
5. What kind of business has Avtotravel been in?
6. How does the Net help Avtotravel to increase sales?
7. What method of advertising has Avtotravel been using successfully?
8. How many visitors to a site a day bring a company profit?
9. What is the role of e-commerce for Avtotravel?
10. What net-companies do you know? What makes them successful?
11. Have you ever used the Internet for shopping?

Ex.2. Read the following statements and say whether they are true or false.

1. Avtotravel drives the customers to the site through street advertising.
2. Thanks to the Internet large and small companies have the same access to customers.
3. Dell is generating about 8 million dollars a day.
4. The Avtotravel Company combines selling and renting cars.
5. The location of a company is important if it sells through the Internet.
6. There is little feedback between the on-line company and its customers.
7. E-commerce is not only a marketing tool; it's also a business channel.
8. Avtotravel is the market leader in a car business.
9. Avtotravel has been using billboards successfully.
10. The Internet is especially attractive to small companies.

Ex.3. Translate the following sentences from English into Russian.

1. We have been dealing in this equipment for 10 years.
2. Rents are unreasonably high here.
3. We have compared the main features of our

competitors' equipment with our equipment and have learned that our equipment has a lot of advantages. 4. Have you got the feedback from your customers? 5. This start-up exceeds us in marketing research. 6. Our provider went bankrupt last year, so we have established business connections with a new one. 7. He works for the Chamber of Commerce and often gets in touch with mass media. 8. How much rent do you pay for your flat? 9. We find your prices attractive. 10. We got a lot of benefits from that transaction.

Ex.4. Translate the following word-combinations from Russian into English.

Заключить сделку; привлекать потребителей; изучить преимушества конкурентов; получить доступ к средствам массовой информации; покупать оборудование; снабжать потребителей информацией о новых товарах; внешняя торговля; арендовать машину; создать успешную компанию; конкурировать с крупными компаниями; иметь много недостатков; сравнить главные характеристики товаров; иметь коммерческий успех; иметь обратную связь с потребителями; извлечь выгоду из своего положения.

Ex.5. Complete the following sentences using the necessary prepositions.

1. We compete ... many domestic and foreign companies. 2. This start-up exceeds our company ... staff but we have a lot of advantages ... them in business. 3. They have been dealing ... us for years and years. 4. He prefers purchasing ... credit. 5. We get benefit ... direct marketing. 6. Do you have access ... the information you need? 7. Your offer is not attractive ... us. 8. This company is very successful ... comparison ... its competitors. 9. We are going to purchase some equipment ... our new plant. 10. Who has provided you ... these goods?

Ex.6. Insert the missing words. Use your active vocabulary.

1. We have purchased some office 2. The company has done ... research. 3. I don't want to ... with him any longer. 4. This company ... us with high-quality equipment. 5. It is difficult to ... the work of these two companies, they are so different. 6. We get ... from our consumers to improve our business. 7. Have you ... all the possible benefits of this transaction? 8. If you don't want to go ... , make a deal with this company. 9. We often get in touch with mass 10. We think that this price is rather

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|----------------------------|--------------------|
| 1. a deal | 7. commerce |
| 2. to produce | 8. a rival |
| 3. to examine | 9. a supplier |
| 4. an interchange of goods | 10. to do business |
| 5. to go beyond the limits | 11. a new company |
| 6. to buy | |

Ex.8. Put the verbs into Present Perfect Continuous

1. Xerox (produce) quality equipment for many years.
2. We (sell) vacuum cleaners since 1986.
3. The police (investigate) this crime for two weeks already.
4. This reporter (provide) the Cosmopolitan with the latest news about celebrities since he first started working there.
5. John (deal) in cars all his life.
6. How long you (work) in the Marketing department?
7. Barbara (compare) these two dresses for 2 hours already but she still can't make up her mind which one to choose.
8. Bee-line, Megaphone and MTS (compete) since the day they started their business.
9. More and more customers (use) on- line shopping over the recent years.
10. Our best designer Jane Hopkins (create) attractive interior decorations for more than 4 years.
11. Mass media (cover) the scandal with this bank's bankruptcy since March.
12. Business "Angels" (invest) in start-ups for years.
13. I (use) the Skype for three months and I find it very amusing.
14. We (purchase) textbooks from Britannia bookshop for many years.
15. Their firm (rent) this office building since they set up their business in Moscow.

Ex. 9. Choose the right item

1. The company... bankrupt because it couldn't compete with huge multinational corporations.
a) has gone b) went c) has been going
2. They just... a very attractive country house.
a) purchased b) have been purchasing c) have purchased
3. Our transactions with Panasonic Ltd. ...us 5 mln. dollars last year.
a) brought b) have brought c) have been bringing

4. Mike Dudley ... start-ups very successfully for 10 years now.
 a) has financed b) has been financing c) financed
- 5) The agent already... the benefits of purchasing this house.
 a) explained b) has been explaining c) has explained
6. When Tom started his business he first... in cheap ball-point pens.
 a) dealt in b) has dealt in c) has been dealing in
7. We... any feedback from our suppliers yet.
 a) haven't been receiving b) haven't received c) didn't receive
8. You ever... a flat?
 a) have been renting b) did ...rent c) have rented
9. When we went to Rome the tour operator ... us with a map of the city.
 a) provided b) has provided c) has been providing
10. We... the new vaccine for 3 years but we still haven't reached any results.
 a) have tested b) have been testing c) tested

Ex.10. Translate the following sentences from Russian into English.

1. Сколько сделок вы заключили в этом году? 2. Эта новая интернет-компания недавно обанкротилась. 3. Кто снабжает Вас оборудованием в последнее время? 4. Если компания имеет обратную связь с потребителями, это дает ей большие преимущества по сравнению с конкурентами. 5. Офис находится в центре, поэтому арендная плата очень высокая. 6. Мы предоставляем своим работникам дополнительные льготы уже в течение 10 лет. 7. Чтобы улучшить нашу работу, мы проводим расследование всех жалоб потребителей. 8. Основной особенностью этой компании является то, что она проводит серьезные маркетинговые исследования. 9. С какими компаниями конкурирует Ваша фирма? 10. Объем продаж превзошел все ожидания. 11. Средства массовой информации никогда не имели и не имеют доступа к этой информации. 12. Обычно мы покупаем товары в кредит, а не за наличные. 13. Мы уже создали много рабочих мест в этом районе. 14. Цена не была конкурентоспособной и мы не заключили сделку.

Ex.11. Read the dialogue between the reporter and the owner of a dot.com.

Reporter – John, you have created a popular internet company, which sells books. How long have you been working on this market?

John – We have been dealing with the book market for 5 years. Since that time we have created an overall strategy of establishing feedback with our target audience around all Scotland.

Reporter – And what are your customers?

John – Basically they are young people who buy text-books and books on CDs. But we can also provide books for general public and specialized market.

Reporter – Can you tell me what you find attractive in your business?

John – Actually, dotcoms have been successfully competing with brick and mortar shops for more than 10 years now. You see, the advantage is that a customer buys the necessary book from home.

Reporter – Yes, but what about delivery, prices and range of books for sale?

John – Our prices don't exceed the average market price, the courier service is available to any destination.

Reporter – What other advantages of e-commerce can you name?

John – If you are a dotcom, it makes the problem of rent and storage irrelevant. We contact any warehouse and order the required book.

Reporter – So, how about the future of dotcoms? You've probably heard that media say e-commerce has been experiencing a crisis lately?

John – Business is always risky. Some companies have gone bankrupt, others are prospering. It's a gamble. But if you are creative, enthusiastic the future is yours.

Reporter – Thank you very much, John. And I wish you best luck with your Internet business.

John – Thank you, and visit our site.

Notes:

1. target audience – целевая аудитория
2. available – доступный
3. irrelevant – не относящийся к делу
4. to prosper – преуспевать
5. gamble – риск

Answer the questions based on the dialogue.

1. What business is John's company in?
2. Who are his target customers?
3. What kind of shops has the dotcom been competing with?
4. How does John describe the main advantage of an internet shop?
5. What does the press say about the future of e-commerce?
6. Where does an Internet shop keep its stores of goods?
7. What can you say about the prices in Internet shops?

Ex. 12. Work with your partner.**Make up a dialogue on the following assignment:**

A: You have been purchasing through the Internet for 3 years and you find it very comfortable. Explain to your friend who does shopping in the usual way that the Internet shopping has more advantages (saves time, cheap, comfortable, a lot of information, etc.)

B: You don't trust Internet shops. You like to see and touch everything before you buy it. Explain to your friend why you dislike shopping through the Net (shops don't have what they advertise, the quality is not very good, the operators don't give you professional advice, wrong delivery, etc.)

Vocabulary

1. access to smth (n, U) – доступ к чему-л.

access to markets – доступ к рынкам

E.g. All rooms in the hotel have access to the Internet. – Все комнаты в гостинице имеют доступ в Интернет.

2. advantage (n, C) – преимущество

an advantage **of** smth – преимущество в чем-л.

an advantage **over** smb/smth – преимущество над кем-л./чем-л.

E.g. Our team has the advantage **of** experience. – Преимуществом нашей команды является опыт.

Ant: disadvantage (n, C) – недостаток

E.g. Your advertisement has some disadvantages – Ваша реклама имеет недостатки.

3. attractive (adj) – привлекательный

E.g. The offer is very attractive **to** us – Это очень привлекательное для нас предложение.

attract (v) – привлекать

4. benefit (n, C) – выгода; польза

to get (a) benefit **from** smth – извлечь выгоду из чего-л.

Syn: advantage

Ant: disadvantage

5. commerce (n, U) – торговля; коммерция

home / foreign commerce – внутренняя / внешняя торговля

Chamber of Commerce – Торговая палата

commercial (adj) – коммерческий, торговый; прибыльный

6. compare smb/smth with smb/smth (v) – сравнивать кого-л. / что-л. с кем-л./чем-л.

E.g. We always compare our goods with the goods of our partners. – Мы всегда сравниваем наши товары с товарами партнеров.

comparison (n, U) – сравнение

in comparison with – по сравнению с

7. compete with smb/smth (**v**) – конкурировать с кем-л./чем-л.

E.g. We compete **with** many foreign companies. – Мы конкурируем со многими иностранными компаниями.

competition (n, U) – конкуренция

competitor (n, C) – конкурент

competitive (adj) – конкурентноспособный

a competitive price – конкурентноспособная цена

8. consumer (n, C) – потребитель

consumer goods – потребительские товары

Syn: user, buyer

9. create (v) – производить, создавать

to create jobs – создавать рабочие места

10. deal (dealt – dealt) (v) – торговать; вести дела

to deal **with** smb **in** smth – торговать с кем-л. чем-л.

E.g. This shop deals **in** woollen goods. – Этот магазин торгует шерстяными изделиями.

E.g. We deal **with** a lot of customers. – Мы работаем с большим количеством заказчиков.

deal (n, C) – сделка, договор

to make / do a deal **with** smb – заключить сделку с кем-л.

E.g. We made a deal with them yesterday. – Вчера мы заключили с ними сделку.

11. equipment (n, U) – оборудование; оснащение

office equipment – офисное оборудование

equipment **for** road construction – оборудование для дорожного строительства

12. exceed (v) – превышать; выходить за пределы; превосходить

to exceed smb **in** smth – превосходить кого-л. в чем-л.

to exceed expectations – превосходить ожидания

13. feature (n, C) – особенность, характерная черта; признак

a special feature – особая черта

14. feedback (n, U) – обратная связь

15. go bankrupt – обанкротиться

E.g. The company went bankrupt last year. – Компания обанкротилась в прошлом году.

16. investigate (v) – расследовать; изучать

Syn: examine

investigation (n, C) – расследование

to carry out an investigation – проводить расследование

Syn: examination

17. marketing (n, U) – сбыт; маркетинг

marketing research – маркетинговые исследования

Syn: trade, commerce

18. mass media – средства массовой информации

19. provide smb with smth (v) – снабжать; обеспечивать кого-л. чем-л.

to provide smb. **with** goods – снабдить кого-л. товарами

E.g. Who provides you with the equipment? – Кто снабжает Вас оборудованием?

provider (n, C) – поставщик

20. purchase (v) – покупать, закупать

purchase (n, C) – покупка; закупка

purchase **on credit** / **for** cash – покупка в кредит / за наличные (деньги)

E.g. She opened the box and looked at her purchase. – Она открыла коробку и взглянула на свою покупку.

21. rent (v) – арендовать, брать напрокат

to rent a flat – снимать квартиру

E.g. He rented a car for the weekend. – На выходные он взял напрокат машину.

rent (n) – арендная плата (особ. плата за аренду жилья), прокат; плата за прокат

22. start-up (n, C) – новая фирма, предприятие, новая «интернет-компания»

Syn: dotcom

E.g. There are a lot of start-ups nowadays. – Сегодня существует большое количество новых фирм.

23. transaction (n, C) – сделка, соглашение

financial transactions – финансовые операции

E.g. The bank charges a fixed rate for each transaction. – Банк берет фиксированную плату за каждую операцию.

Syn: deal

UNIT 6

Grammar: Modal Verbs

Reading: The Work of a Sales Manager

Tom Archer is Sales Manager of Malesan Ltd. This is a well-known wine company. Tom's job is demanding but interesting. He has to **get in touch with various** customers all over Europe. Tom Archer needs to know the market very well, as well as his competitors' products. Competition is a real **challenge** because customers may **prefer** some other brands or they might not be satisfied with prices. A sales manager has to **maintain** feedback with his regular clients and **establish** new connections. He has to travel a lot and **take part** in sales conferences and negotiations. Sometimes when he doesn't have to talk to a customer face-to-face, Tom sends and receives a lot of e-mails. Archer must always be well-informed about the range of products, the latest vintage wines and popular brands.

As **Senior** Manager Tom has to **perform** a lot of other functions within the company. There are three sales managers in his department and Tom's responsibilities are to **supervise** and motivate his staff. His employees should receive acceptable salaries, must understand their tasks, need good working conditions and job security. One very important thing in Tom's work is to make his people a team. He has succeeded in this. He motivates his people not only by financial **targets** but the belief that their company sells high quality natural wines. At the same time Tom should not forget to develop a business plan, to **monitor** the progress of the company sales and to **keep up with** the changing management trends.

Last year was rather hard for Malesan. The volume of production dropped and the company had to increase prices. At the same time Chilean competitors became very active. Some corporate clients who were to purchase Malesan wines decided to **place trial orders** with their rival. Tom Archer had to offer the customers some attractive terms and **additional** discounts. He and his staff couldn't lose their **customer base**. So they found new **distributors** and targeted the segment of family-type small restaurants. That helped the company to **avoid** great costs.

This year Tom Archer and his **sales force** are to **break into** one of the East European markets. With **consistent** quality at reasonable prices Malesan wines will be able to gain a good market niche and to bring **sufficient** profit.

Exercises

Ex.1. Answer the following questions using the text.

1. Where does Tom Archer work?
2. What are his responsibilities?
3. Does Tom have to travel a lot? Where to?
4. Who does he have to get in touch with?
5. Is Tom punctual? How do you think it helps him in his work?
6. Does Tom always have to talk to customers face-to-face?
7. Why is his work hard?
8. What problems did his company have last year?
9. Who are their main competitors?
10. How did Malesan try to keep their customers?
11. What sort of a new market segment did they find?
12. What was the result of the new strategy of the company?
13. Are Tom and his staff to break into Latin American market soon?
14. Name the main features of Malesan wines that make them competitive.

Ex.2. Read the following statements and say whether they are true or false.

1. Malesan is a start-up which sells wines.
2. Tom has to get in touch with customers from Chile.
3. Competition is really hard for Malesan.
4. Tom has to travel a lot.
5. Tom Archer must be well-informed about his staff's personal problems.
6. Last year was especially good for Malesan.
7. Malesan has a lot of corporate clients.
8. This year the company plans to target a new market segment.
9. The company didn't lose their customer base.
10. Tom is to improve the quality and increase the prices for his wines.

Ex.3. Translate the following sentences from English into Russian.

1. Our target is to break into the foreign market.
2. They try to avoid face-to-face contacts with their clients.
3. We have placed a lot of trial orders this year.
4. I prefer being in touch with my suppliers.
5. This consignment is sufficient for our company.
6. Do you have responsible and hard-working sales force?
7. A face-to-face meeting with your rivals can be a challenge.
8. We want to establish and maintain business relations with this start-up.
9. Our senior manager supervises the customer base.
10. How do you monitor the performance of the

agreement? 11. Our distributors have studied customer preferences.
12. We took part in the negotiations with our partners last month.

Ex.4. Translate the following word-combinations from Russian into English.

Выходить на внешний рынок; опытные торговые работники; участвовать в рекламной кампании; разместить пробный заказ; контролировать дополнительные расходы; связаться с разными компаниями; контролировать работу младших менеджеров; поддерживать постоянный контакт с распространителями товаров; не отставать от конкурентов; предпочитать работать по сменам; иметь достаточное количество заказов.

Ex.5. Complete the following sentences using necessary prepositions.

1. They have broken ... the market. 2. They have been keeping ...
... the world prices for a long time. 3. This company is very successful,
they are always heavy ... orders. 4. He is ... trial now. 5. We work ...
their supervision. 6. Who took part ... the conference? 7. He prefers
working in the office ... working face-to-face with customers. 8. They
have already placed a trial order ... office furniture ... the company.
9. How often do you get ... touch ... this distributor? 10. We would like
to participate ... the exhibition.

Ex.6. Insert the missing words. Use your active vocabulary.

1. Our representative ... in the trade fair last year. 2. It is difficult
to ... in ... with many clients. 3. They are ... this building in a very good
condition. 4. It's important for us to ... a dealer network if we want
to sell our wines in Canada. 5. This job opportunity is a real ... for
me, but it gives me a lot of responsibility and chances for promotion.
6. They placed some ... with a start-up, but the company soon went
bankrupt. 7. We do not want to have any ... charges if we can avoid
them. 8. As this is our main ... , we must know everything about their
strategy. 9. Our ... are very experienced and efficient people. 10. I ...
French wines, so I seldom buy Chilean wines.

Ex.7. Paraphrase the following words and expressions using your active vocabulary

- | | |
|---------------------------|----------------------|
| 1. different | 7. to contact |
| 2. to spread over an area | 8. to enter a market |
| 3. to participate | 9. extra |
| 4. a problem | 10. to set up |
| 5. to control | 11. to fulfill |
| 6. to stay away from | |

Ex.8. Complete the sentences**using modal verbs and their equivalents**

1. You... smoke here, it's a non-smoking zone.
2. I... to meet an important visitor today at 2 p.m.
3. If you feel unwell you... see your doctor.
4. He ... to work hard last year to repay the loan.
5. She... monitor her subordinates as she is the boss.
6. The customer... to pay the invoice in time.
7. I'm not sure what wine she likes, she... prefer Chilean or Argentinean red.
8. Our sales force ... to get in touch with different trading companies.
9. They... present a good business plan, so the bank didn't give them any money.
10. A service company ... to treat its customers with care and attention.

Ex.9. Choose the suitable modal verb.**Sometimes more than one option is possible**

1. Helen ... perform a lot of functions when she was Assistant General Manager.
a) must b) is to c) had to d) should
2. You ... place a trial order if you are a new customer.
a) shouldn't b) is to c) may d) mustn't
3. The Seller ... inform the Buyer of the results of the tests.
a) must b) should c) is to d) may
4. I'm sorry I ... in touch with Senior Manager as he was away on business.
a) couldn't b) shouldn't c) mustn't d) wasn't to
5. Why are you sure your distributors will accept this commission? They... demand a bigger reward.
a) must b) may c) are to d) could
6. She likes her job though she ... work long hours.
a) can't b) has to c) mustn't d) is to
7. The Personnel Manager ... hire and fire staff of the company.
a) must b) should c) may d) is to
8. You ... take part in various conferences if you want to display your research results.
a) may not b) can't c) should d) have to
9. If we want to stay competitive we... establish new connections and break into new markets.
a) mustn't b) shouldn't c) should d) may

10. To reach your target one ... work hard and have a strong motivation.

- a) must b) have to c) are to d) may.

Ex. 10. Translate the following sentences from Russian into English.

1. Наша компания имеет опытных **торговых работников**, поэтому у нас всегда **много заказов**. 2. Иногда мы **принимаем участие** в торговых конференциях. 3. Мы должны **выполнить** условия контракта. 4. Мы берем новых сотрудников на **испытательный период** и они работают **под контролем менеджеров среднего звена**. 5. Вам нужно **связаться** с нашим торговым представителем. 6. Эта компания **последовательно осуществляет** свои цели. 7. Какие **дополнительные льготы** Вы можете предложить своим работникам? 8. Нашей компании нужно **выйти на внешний рынок**, но это **сложная задача**. 9. Как Вы смогли создать такую большую **клиентуру**? 10. Наши **распространители не отстают от** своих конкурентов. 11. Мы **контролируем создание** филиала нашей компании за рубежом. 12. Они могут **разместить пробные заказы в разных компаниях**.

Ex. 11. Read the dialogue and answer the questions given below.

Mark – Hello, everybody. I hope everyone is present and we can start our meeting. We are to brainstorm the ideas about the ways to increase sales and to reach new target customers. So, any ideas?

Linda – Well, that's definitely a demanding task. In my opinion, we should get in touch with Jeff Stansfield from Transglobal Marketing. He can help to arrange a meeting with the people that might be useful as distributors.

Bill – I don't think it is a good idea. Jeff may want a share in our promotional campaign and it is expensive. I think we should take part in the next Pan-European wine exhibition. I prefer to talk face-to-face with the owners of large companies which sell wines, say, in Northern Europe. Who knows, they might choose our brand. What do you think, Ron?

Ron – You have a point here, it might give us some idea of a potential market. But why not establish mutually beneficial cooperation with the Russian distributors? I'm sure they will promote our wine if we give them favourable trading terms. How about that?

Bill – Don't forget, we have to maintain our exclusive brand. So we can't sell it below the average market price.

Tom – Oh, come on, Bill! We need to increase the volume of sales, so why not offer the Russians to place some trial orders with us. It can help us to beat our Spanish competitors.

Mark – That’s just what I am thinking about, Tom. Russia is an important segment now. If we want to avoid huge taxes I can advise you to enter a joint venture in Russia.

Linda – Hold on, gentlemen. Don’t you see that it will create additional problems? We may lose our committed sales force and the local staff might need serious training to do the job well. No, I strongly disagree.

Mark – Well, then I’m afraid we can’t reach a solution yet. Let’s meet in three days to settle the problem.

Bill – All right, it seems a sensible idea.

Ron – Let’s think all the suggestions over and make the right choice.

Mark – See you on Thursday, 2 p.m.

Notes:

1. mutually – взаимно
2. favourable – благоприятный
3. a joint venture – совместное предприятие
4. committed – преданный делу

Answer the questions based on the dialogue.

1. What matters did the managers discuss during the meeting?
2. Why did the managers need to consult Jeff Stansfield?
3. Why doesn’t Bill want to contact him?
4. Where would he like to show their product?
5. Who prefers cooperation with Russia?
6. Is Tom ready to offer the Russians to place trial orders?
7. Who are the company competitors?
8. Have the managers found the solution? Why not?
9. Why do the managers need to have another meeting soon?

Ex. 12. Work with your partner.

Make up a dialogue on the following assignment:

A: You are a member of a Chinese sales team. Your team met 3 days ago to find new ways to increase sales of your teas. At that time you didn’t reach any decision. Meet again to solve this problem and find the final solution. You think Russia has a big buying potential. Give your reasons to enter the Russian food and drink market.

B: You think there are too many risks on the Russian market. (Import duties, taxes, crime, political instability, local customs, etc.) Try to persuade your colleague to consider African countries as a potential market.

Vocabulary

- 1. additional (adj)** – дополнительный
 additional benefits – дополнительные льготы
 Syn: extra
- 2. avoid (v)** – избегать, остерегаться
 avoid smth / doing smth
E.g. Our new strategy helped us to avoid additional costs – Наша новая стратегия помогла нам избежать дополнительных расходов.
- 3. break into a market (broke-broken)** – выходить на рынок
E.g. When did the company break into the world market? – Когда эта компания вышла на мировой рынок?
- 4. challenge (n, C)** – сложная задача, проблема, вызов
E.g. What challenges of the XXIst century does your country face? – С какими проблемами XXI века сталкивается Ваша страна?
- 5. consistent (adj)** – последовательный, постоянный
 a consistent foreign policy of a country – последовательная внешняя политика страны
 consistently (adv) – последовательно
- 6. customer base** – клиентура
- 7. distributor (n, C)** – дистрибьютор, распространитель
 distribute (v) – распределять, распространять
 distribution (n, U) – распространение, распределение
- 8. establish (v)** – устанавливать, основывать, учреждать
E.g. Recently they have established friendly relations with a new Canadian company. – Недавно они установили дружеские отношения с новой канадской компанией.
 Syn: set up
 the establishment of a new business – создание нового бизнеса
- 9. get in touch with smb** – связаться с кем-л.
E.g. How can I get in touch with this company? – Как можно связаться с этой компанией?
 to be in touch with smb – поддерживать контакт с кем-л.
- 10. keep up with smb/smth (v)** – держаться наравне, не отставать
E.g. Do you manage to keep up with the new trends in business? – Вам удается не отставать от последних тенденций в бизнесе?
- 11. maintain (v)** – поддерживать
 to maintain good business relations – поддерживать хорошие деловые отношения
- 12. monitor (v)** – контролировать, наблюдать
- 13. order (n, C)** – заказ

to place an order **for** smth **with** some company – размещать заказ на что-л. в некоей компании

E.g. We place regular orders **for** computers **with** this company. – Мы регулярно размещаем заказы на компьютеры в этой компании.

to take an order – принимать заказ

E.g. Has the operator taken your order? – Оператор принял Ваш заказ?

to cancel an order – отменить заказ

to be heavy **with** orders – иметь много заказов

order (v) – заказывать

14. perform (v) – исполнять, выполнять

to perform a contract – выполнять условия контракта

performance (n, U) – исполнение, деятельность

15. prefer (v) предпочитать

to prefer smth **to** smth/doing smth **to** doing smth

E.g. I prefer a full-time job to a part-time job. – Я предпочитаю работу на полную ставку частичной занятости.

E.g. He prefers meeting his customers face-to-face to telephoning them. – Он предпочитает встречаться с заказчиками лично, а не звонить им.

preferable (adj) – предпочтительный

preference (n, C) – предпочтение; преимущество

customer preferences – потребительские предпочтения

16. sales force – продавцы, торговые работники

E.g. Our sales force is experienced and hard-working. – Наши продавцы опытные и трудолюбивы.

17. senior (adj) – старший (по возрасту или по социальному положению)

Senior Manager – старший менеджер

Ant: junior

a junior manager – младший менеджер

a middle manager – менеджер среднего звена

18. sufficient (adj) – достаточный; достаточное количество

E.g. We have sufficient funds to start a new product line. – У нас достаточно средств, чтобы запустить новую линию товаров.

19. supervise (v) – смотреть (за чем-л.)

to supervise the performance of the contract – смотреть за исполнением контракта

supervision (n, U) – контроль

under smb.'s supervision – под чьим-л. контролем

20. take part in smth (v) – принимать участие в чем-л.

Syn: participate **in** smth

21. target (n, C) – цель; задание
to meet / achieve a target – достигать цели
to set a target – определить цель

E.g. The establishment of beneficial economic relations with European countries is our main target – Установление выгодных экономических отношений с европейскими странами является нашей главной целью.

target (v) – предназначать, выбирать в качестве целевой аудитории

E.g. Reebok targets the sports market – Целевой рынок компании Reebok – это рынок спортивных товаров.

22. trial (adj) – пробный
a trial order – пробный заказ
to be **on** trial – находиться на испытательном сроке
to take smb **on** trial – взять кого-л. на испытательный срок

23. various (adj) – разный, разнообразный

E.g. We deal with various companies – Мы имеем дело с разными компаниями.

Consolidation Units 4-6

I. Complete the sentence using the right item

1. He couldn't ... their mission.
a) find b) find out c) found
2. What department does he ... ?
a) manage b) set up c) accept
3. The price isn't ... to us.
a) comfortable b) low c) attractive
4. We have been ... with them for three years.
a) dealing b) selling c) ordering
5. What companies do you ... with?
a) purchase b) compete c) provide
6. You should ... with him immediately.
a) get in touch b) compare c) compete
7. A few foreign companies ... in the exhibition last month.
a) performed b) took part c) attended
8. As we are satisfied with our ... order we are going to do business
with this company.
a) repeat b) future c) trial
9. Any company should have a
a) mission b) customers c) subsidiary
10. They have just .. a new company.
a) opened b) set up c) invented

II. Open the brackets using the correct form of the verb.

1. How long you (deal) with them?
2. When they (set up) a new company?
3. They (make) a lot of improvements in this model lately.
4. Last year our company (be) heavy with orders.
5. We (take part) in the conference the other day.
6. They (make) two deals this month.
7. We (carry out) an investigation since September.
8. We (do) successful research two months ago.
9. He (be) on trial for two months.
10. When you (take) him on trial?

III. Complete the sentences with *can, could, be able to, must, have to, be to, should* in appropriate forms. Use several options and translate the sentences.

1. We ... compete with many foreign companies.
2. He is so lazy. I don't think he will ... perform this task.
3. You ... carry out a detailed investigation.

4. All the employees ... attend annual meetings.
5. We ... agree to this price. It is too high.
6. They will ... sign an important contract in a week.
7. They ... buy new office equipment last month but they didn't do it.
8. A good Sales Manager ... know the market very well.
9. He will ... make a deal with them tomorrow.
10. As he doesn't have much experience we will ... take him on trial.

IV. Insert the right preposition.

1. We don't have access ... this information.
2. Let's get ... business.
3. They have to get ... touch ... various customers.
4. The company broke ... the European market not long ago.
5. We are looking forward ... your visit.
6. This offer is very attractive ... comparison ... the offers from other companies.
7. What goods does this shop deal ... ?
8. He has done the work ... any special effort.
9. They have been placing regular orders ... our company for 5 years.
10. Who works ... your supervision?
11. They didn't agree ... our terms of delivery.
12. My job provides me ... an opportunity to travel.
13. I never purchase anything ... credit.
14. Are you pleased ... the results of the negotiations?
15. Have you ever taken part ... a meeting?

V. Form nouns from the following verbs.

- | | |
|----------------|-----------------|
| 1. improve | 7. distribute |
| 2. manage | 8. compare |
| 3. agree | 9. compete |
| 4. perform | 10. create |
| 5. supervise | 11. investigate |
| 6. participate | 12. provide |

UNIT 7

Grammar: Comparisons, Past Perfect

Reading: Hospitality Industry

Hospitality industry is one of the fastest-growing industries now. With the development of tourism more and more people visit various countries and stay at different hotels. Some hotels offer a complete range of the best **facilities**: top quality **accommodation** service, **luxury suites**, 24-hour room service, car hire, and butler service. Others are less magnificent, but they are less **expensive**. You can find a comfortable double or single room there, a porter service, friendly and hospitable staff and relaxing atmosphere.

Now there is a rating system **to assess** the level of hotel quality. The more common classification system includes “star” rating. There are five levels of quality, rating from One to Five Star in Britain.

To obtain a higher Star rating a hotel should provide much better quality and range of services and facilities. The most important factors are: cleanliness, service, food, bedrooms and bathrooms.

Patrick Casey is the manager of a small 3-star motel. It’s called The **Cosy** Corner. It is smaller than other motels, but it is friendlier and looks more attractive. Patrick has been working there as long as the motel **exists**. He bought it 15 years ago. Since that time more than 125000 people have stopped there. They are not as **wealthy** as the **guests** of the Hilton, of course, but they are less **demanding** and much more outgoing.

Patrick says he likes his job more than any others he has done. Before he became a hotel manager, he had been a carpenter, a bus driver, a security guard. But when he **won** in a lottery one day he felt it was the best moment in his life. He decided to buy a small motel and start his own business. It was more **complicated** than he had thought. He had to **check in** guests, **prepare** the **bills**, **accompany** guests to their rooms and look after the two employees: a room-maid and a cleaner. But **eventually** the business grew faster and faster and now Patrick is as successful as any manager of a small motel with regular visitors.

He thinks his job is the most pleasant and **exciting** of all because he meets new people every day. His two sons are not as happy as their father. They are more critical. “We have to wash so many cars every day, that we don’t want to drive our own ones”, – says Michael, who is 21 now. Jack, who is 18, would like to spend more time with his friends and less time working as a porter. But he also likes to get more pocket money to make his life as pleasant as possible.

The guests of the motel think that this place is much cheaper than some other motels. But it is cosier and the service is the best in the town. The food is not as varied and exotic as in the European motels, but the prices are lower and the **waiters** are the most efficient ones.

Now Patrick Casey employs more than 30 people: room-maids, receptionists, porters, parking attendants, security and even a gardener. His sons would like to enter some good universities in Ohio. Patrick wants to expand his motel or buy a bigger motel in a nearby town.

His profits are getting bigger, but the **costs** are becoming higher and it is harder to control this business now.

Patrick is not as young as he was when he started his work. But now he is much more experienced and can run the motel more efficiently. He hopes his motels will become the best in the whole county.

Exercises

Ex.1. Answer the following questions using the text.

1. What facilities do 5-star hotels offer?
2. How are 3-star hotels different from 5-star hotels?
3. What are the most important factors to rate the level of a hotel?
4. What is Patrick's job?
5. How long has Patrick been working in this hotel?
6. What had Patrick done before he became the manager of The Cosy Corner?
7. How did he get the money to start his business?
8. What employees help him to run the hotel?
9. Why does Patrick enjoy his job?
10. In what way is The Cosy Corner different from other hotels?
11. What problems is Patrick facing now?
12. Are his sons planning to continue his business? Why? Why not?

Ex.2. Read the following statements and say whether they are true or false.

1. Patrick Casey is a receptionist.
2. He changed several jobs.
3. Patrick had to work hard at the beginning.
4. Jack likes to be a porter.
5. This place is much cheaper than any other hotels.
6. Now Patrick Casey employs fewer people than earlier.
7. His profits are getting higher, but the costs are rising too.
8. The food in the hotel restaurant is more varied than in the other restaurants of the city.

9. The clients think the hotel is cosy and the staff are friendly.
 10. The visitors of Patrick's hotel are wealthy and demanding.

Ex.3. Translate the following sentences from English into Russian.

1. Unfortunately violence still exists in our life. 2. I am preparing a speech for the meeting on Tuesday. 3. He agreed to accompany me on a trip to Africa. 4. I hope to find accommodation in a hotel. 5. Eventually she coped with all the difficulties. 6. The news of the victory excited everyone. 7. The situation has become complicated. 8. Our costs are rising very fast. 9. It is cheaper to live in the country than in town. 10. After his father's death he became a wealthy man. 11. When you check in at a hotel the receptionist gives you the key to your room. 12. They assessed the value of the property at \$ 10 000.

Ex.4. Translate the following word-combinations from Russian into English.

Зарегистрироваться в гостинице; готовиться к экзамену; оплатить счет за проживание; состоятельный человек; большие расходы; волноваться по поводу поездки; поблагодарить за гостеприимство; жить в роскоши; требовательные клиенты; сопровождать делегацию; получить результаты; самая дорогая машина; выигрывать деньги в лотерею.

Ex.5. Complete the following sentences using the necessary prepositions.

1. We are making preparations ... our holiday. 2. Our representative can accompany ... you ... the hotel. 3. I am so excited ... my new job. 4. The motel has existed ... 1975. 5. After the waiter had made ... the bill, we paid it. 6. When did you check ...? 7. Don't try to pass the exam ... preparation. 8. The guests thanked the hosts ... their hospitality. 9. Why did you have to check... of the hotel so suddenly? 10. We are making preparations ... the talks ... our regular customers.

Ex.6. Insert the missing words. Use your active vocabulary.

1. The hotel has ... for 200 guests. 2. Should the guide ... us everywhere? 3. They lead a happy ... in the country. 4. We ... everything beforehand. 5. The soft light of this lamp makes the room 6. She was so ... that she could not speak. 7. Early to bed, early to rise – makes a man healthy, ... and wise. 8. Our ... include payments for raw materials, the factory rent, heating and lighting. 9. Congratulations! You have... the first prize! 10. He is a very ... client. He is always displeased with something. 11. Food is ... in this supermarket but clothes are expensive.

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|----------------------------|------------------------|
| 1. receiving guests warmly | 6. to live |
| 2. to estimate | 7. to gain the victory |
| 3. finally | 8. to go with smb. |
| 4. difficult | 9. comfortable |
| 5. to put in readiness | 10. to get |

Ex.8. Use degrees of comparisons of the adjectives and adverbs in brackets.

1. This luxury hotel offers (good) accommodation in town.
2. I would like to obtain a (good) service level than I had last time.
3. This room is (comfortable) and (attractive) than that one.
4. Only (wealthy) people can afford to stay at the Ritz Carlton for a month.
5. Though his job is (well)-paid than mine it is much (complicated).
6. If you take a taxi you will get to your hotel (fast) than if you go by bus.
7. Today his financial position is much (bad) than it was 5 years ago.
8. I can have a break because I have prepared all the bills (early).
9. Max's life is (exciting) of all my friends'. He is a rescue worker.
10. This was (pleasant) journey I had ever had in all my life.
11. The rent is getting (high) and (high), but the service is becoming (bad).
12. My new boss is (demanding) than my previous one, she lets me go home at 3 on Fridays.
13. Strangely, but that 3-star hotel had (many) facilities than a 4-star hotel.
14. This year our costs are (low) and profits are (high) than in the previous years.
15. Now I'm working from 9 to 5, so I have (little) time for my children.

Ex.9. Choose the right item using Past Simple or Past Perfect.

1. When I (come) to the hotel the guests already (get) the keys to their rooms.
2. Before Dan (book) the accommodation he (obtain) all the information about the facilities in that hotel.
3. Maggie (prepared) the bills by 12 o'clock yesterday.
4. By the time Mr. Hilton (set up) his hotel business he already (become) a wealthy person.

5. Tom (say) that he never (drive) such an expensive car.
6. The job of a receptionist (turn out) to be more complicated than she (think) before.
7. At first it (be) hard to check in guests but eventually, by the end of the second month she (become) more efficient in it.
8. The Manager (inform) us that he just (hire) 4 more waiters to help during the conference dinner.
9. Becky (make) the beds, (dust) the furniture, (change) the towels and (leave) the room.
10. Martin (explain) that he (buy) a new house because he (win) a huge sum of money in the lottery.

Ex.10. Translate the following sentences from Russian into English.

1. Мистер Джонсон – самый **требовательный** человек, которого я когда-либо встречала. 2. Этот отель небольшой, но очень **уютный** и красивый. 3. Официант принес **счет**, и они оплатили его. 4. Как Вы обычно **готовитесь** к экзаменам? 5. Делегацию **сопровождала** группа специалистов. 6. **Удобства** в этом отеле удовлетворяют **требованиям** самых **богатых клиентов**. 7. Это **захватывающий** фильм. 8. Наша компания **существует** уже 20 лет. 9. **В конце концов**, они решили остановиться в **номере-люкс**. 10. После того, как компания вышла на внешний рынок, она **победила** всех своих конкурентов. 11. **Жилье** в Москве очень **дорогое**. 12. Когда Вы **выписались** из гостиницы? 13. В этом году наши **издержки** выше, чем в прошлом. 14. После того, как **официант выписал счет**, мы оплатили его.

Ex.11. Read the dialogue and answer the questions given below.

Carl: Excuse me, you are looking through the catalogue of new hotel facilities. Are you in this industry?

Jacob: Yes, actually, I am the manager of a chain of hotels in the south of England. My name is Jacob Sanders. And you are ...

Carl: Let me introduce myself. My name is Carl Verner. I run a small hotel in Northern Switzerland.

Jacob: Oh, we are colleagues, aren't we! So, how is business?

Carl: Pretty good. We are a family-run hotel. My wife and two daughters are in charge of checking in guests, preparing bills and supervising our staff members.

Jacob: So you must keep an eye on everything! Do you have many guests in your hotel?

Carl: You may be surprised but I do. There are a lot of visitors in my hotel, because of friendly, outgoing staff, family atmosphere and wonderful mountains.

Jacob: Of course, the Swiss Alps and fresh air have become your brand.

Carl: Exactly. I believe your job is demanding too. You must have quite a lot of tourists in the south of England. I heard it's the most popular holiday destination in Britain.

Jacob: You're quite right. In high season my hotels are crowded. I even have to employ temporary staff. Students are very helpful in summer. Of course, the costs are rising, because I have to offer a high level of service and new facilities to keep my guests satisfied.

Carl: And who are your regular visitors?

Jacob: Oh, all sorts of people: families with children, young couples, students from abroad, elderly people. Not very rich, but nice and outgoing.

Carl: My clients are mostly business people, bankers, CEOs. They are quite wealthy and enjoy comfort and privacy. That's what I guarantee in my hotel.

Jacob: Oh, I see now, that your business is really rewarding. Your reputation brings you profit.

Carl: Exactly. Come and see my hotel some day.

Jacob: Thank you. Hope to see you in one of my hotels too. Good luck!

Notes:

1. outgoing – общительный
2. temporary – временный

Answer the questions based on the dialogue.

1. Where are the businessmen from?
2. What kind of hotel does Carl own?
3. When is the high season in the south of England?
4. Who helps Carl to run the hotel?
5. Are there many guests in Carl's hotel? Why?
6. Which hotel is more expensive? More crowded?
7. When does Jacob invite students to work in his hotel?
8. Do you think Carl's clients would like to stay at the hotel which Jacob runs? Why? Why not?
9. How do Jacob and Carl manage to keep their customers satisfied?
10. Which type of the hotel would you like to manage? Why?

Ex.12. Make up a dialogue on the following assignment:

A: You have just returned from Bath in the south of England. Share your impressions with your business partner, who stayed with his wife in Switzerland in a small mountain hotel. Speak about the prices,

facilities, food, entertainment, and atmosphere.

B: You had a wonderful two-week holiday in a very expensive but quiet and comfortable Swiss family-run hotel. Describe the hotel, its staff and location to your partner. Explain why you spent so much money. Speak about the new useful connections that you made with Japanese and Indian business people while you were staying at this hotel.

Vocabulary

1. accommodation (n, U) – жилье, помещение, размещение

E.g. This tourist agency offers very good accommodation. – Это туристическое агентство предлагает качественное размещение.

2. accompany smb (v) – сопровождать кого-л.

3. assess (v) – оценивать

to assess the performance of a company – оценить деятельность компании

assessment (n, C) – оценка

4. bill (n, C) – счет

to make **out** a bill – выписать счет

to pay a bill – оплатить счет

5. check in (v) – регистрировать(ся) в гостинице

to check **out** – выписаться из гостиницы

6. complicated (adj) – сложный

a complicated problem – сложная проблема

7. costs (n) pl. – расходы, издержки

8. cosy (adj) – уютный, удобный

a cosy room – уютная комната

Syn: comfortable

9. demanding (adj) – требовательный

demanding customers – требовательные заказчики

demand (v) – требовать

demand (n, C) – требование

to meet the demands – удовлетворять требованиям

10. exciting (adj) – волнующий, захватывающий

to be, get excited **about** smth. – волноваться по поводу чего-л.

E.g. Don't get excited! – Не волнуйся!

11. exist (v) – существовать

existence (n, U) – существование

12. eventually (adv.) – в конечном счете, в конце концов

13. expensive (adj) – дорогой (о цене)

Ant: cheap

14. facilities (n, C) – удобства

E.g. This new hotel offers all modern facilities. – Этот новый отель предлагает все современные удобства.

15. guest (n, C) – гость, клиент (отеля)

16. hospitality (n, U) – гостеприимство
hospitable (adj) – гостеприимный

E.g. Thank you for your hospitality. – Спасибо за Ваше гостеприимство.

17. luxury (n, U) – роскошь

a luxury hotel – отель класса люкс

18. obtain (v) – получать

to obtain information – получать информацию
Syn.: to get

19. prepare (v) – готовить(ся), приготавливать

to prepare **for** smth. – готовиться к чему-то

preparation (n, C) – подготовка, приготовление

to make preparations **for** smth. – готовиться к чему-л.

E.g. By two o'clock yesterday we had already made preparations for the trip. – Вчера к двум мы уже подготовились к поездке.

20. suite (n, C) – номер-люкс

21. waiter (n, C) – официант

waitress (n, C) – официантка

22. wealthy (adj) – богатый, состоятельный

Syn: rich

23. win (won-won) (v) – побеждать, выигрывать

to win **in** a lottery – выигрывать в лотерею

UNIT 8

Grammar: Future Forms

Reading: Starting your own business

The decision to start your own business can be one of the best you will ever make in your life. Your own business is a great adventure. There are definitely advantages and disadvantages of it. The benefits **include** control, money, independence and freedom. The **downsides** to it are uncertainty and risk. In any case the first step you make is personal **evaluation**. Why are you going to start a business? Are you planning to provide a service or a product? Will it be a full-time or a part-time **venture**? Will you have employees? The answer to these questions will help you choose a business.

Also you will need to evaluate your idea. Who will buy your product or service? Who will be your competitors? Another necessary thing is a business plan. It will help you figure out how much money you will need to start.

There are several ways to form your business. It can be a **sole proprietorship**, a **partnership** or a corporation. If you **intend** to create a sole proprietorship it won't take much time or money. Just get a business license and you are a business. But the downside to a sole proprietorship is **significant**: you and your business are **legally** the same thing. Your home, cars, bank accounts, everything is at risk when you are a sole proprietor. There is another problem. If a sole proprietor becomes seriously ill or dies his business perhaps won't continue and will probably close. One more difficulty with this form of business is that you have no partners to work with. It's a dangerous way to do business.

A partnership is rather attractive. A business partnership is like a marriage. You need to choose a good partner because you will be spending a lot of time together. A partner will give you another pair of hands to do the work. And he will **share** the financial responsibilities of the business. But it is still a good idea that you "date" first before jump in it. Find a project or two and work together. Will you get along? Will your styles mesh? How will you deal with **deadlines**? You need to be sure that you work well together, have a good time and have skills that **complement** one another.

Any two or more persons may form a public or private limited company. As soon as people and firms buy shares they will become shareholders and **owners** of the company. Shareholders will be receiving part of the company's profit in the form of dividends. The shareholders have limited **liability**, so if the company goes bankrupt a

shareholder will only lose the money they paid for the shares. Unlike a public limited company the **purpose** of a private limited company is to keep ownership and control within a small group of shareholders. The best thing about forming your business as a corporation is that it will limit your personal liability.

So, which is best for you? No matter which form of business you choose, starting your business will certainly be stressful, challenging and enjoyable.

Exercises

Ex.1. Answer the following questions using the text.

1. What are the advantages of your own business?
2. What are the disadvantages of your own business?
3. What is the first step when a person starts a business?
4. What other necessary steps does a person make to choose a business?
5. Which forms of business do you know?
6. What do you need to become a sole proprietor?
7. Why is a sole proprietorship a dangerous way to do business?
8. What is attractive about a partnership?
9. What are the downsides to a partnership?
10. What problems can you face if you form a partnership?
11. Who owns public and private limited companies?
12. In which form do shareholders get their profit?
13. What kind of liability do shareholders have?
14. What does limited liability mean?
15. What is the purpose of a private limited company?
16. What is the best thing about forming your business as a corporation?

Ex.2. Read the following statements and say whether they are true or false.

1. Your own business is a great challenge.
2. Risk makes your business enjoyable.
3. A business plan and personal evaluation are the necessary steps of any business.
4. A business license is all you need to become a sole proprietor.
5. A sole proprietor has unlimited liability.
6. Public and private limited companies should have at least two shareholders.
7. Shareholders own and run limited companies.
8. The profit of public and private limited companies is spent on dividends for shareholders.

9. Shareholders of both public and private companies have limited liability.

Ex.3. Translate the following sentences from English into Russian.

1. The article includes a lot of useful information. 2. I'd like to get a fair evaluation of the results. 3. He is using your ideas for his own purposes. 4. She shares all my troubles and joys. 5. He has been successful in all his ventures. 6. I'm sure he did it on purpose. 7. We must do our best to meet the deadline. 8. I'm going to speak about the downsides to a sole proprietorship. 9. What should you do if you are intending to set up a joint venture? 10. Who is the owner of this company?

Ex.4. Translate the following word combinations from Russian into English.

Дополнять друг друга; создать совместное предприятие; использовать оборудование для разных целей; выяснить курс акций; владелец индивидуального предприятия; незаконные действия; личная оценка; недостатки исследования; важное преимущество; делить прибыль с акционерами; компания с ограниченной ответственностью.

Ex.5. Complete the following sentences using prepositions where necessary.

1. They are going to discuss the downsides ... our business. 2. We can use this tool ... many purposes. 3. Who will share the responsibility ... me? 4. These strategies complement ... one another and form a profitable combination. 5. The Managing Director gave a high evaluation ... this partnership. 6. The manager included some important data ... his sales report. 7. He has just become the owner ... the company. 8. Did he manage to meet ... the deadline?

Ex.6. Insert the missing words. Use your active vocabulary.

1. What... do you have to meet in your daily life? 2. Uncertainty and risk are the ...to your own business. 3. What information does this contract...? 4. I'd like to know your personal ... of his work. 5. He is ... to start his own business. 6. A ... doesn't take much time or money. 7. As the matter is complicated you should ask for ... advice. 8. Mr. Brown is the ... of the factory. 9. Have you achieved your ... yet? 10. All the ... attended the meeting of the Board of Directors last week.

Ex.7. Express the same ideas using your active vocabulary.

- | | |
|--|--|
| 1. an aim | 6. to divide and distribute |
| 2. a disadvantage | 7. to be going to do smth. |
| 3. the latest time for finishing smth. | 8. to have smth. |
| 4. important | 9. established by law |
| 5. to judge the value | 10. a business enterprise involving risk |

Ex. 8. Open the brackets using Future forms

- I think I (buy) a new mobile phone for Tommy's birthday.
- If you (phone) me tomorrow I (prepare) all the information for you.
- Where you (go) if nobody (want) to go to the cinema with you?
- She (start) her own business after graduation.
- This time tomorrow I (swim) in the Atlantic.
- ... you be at home tonight?
- She (not listen) to me, you talk to her.
- The phone is ringing. Don't worry, I (get) it.
- Why are you putting your trainers on? Where you (go)?
- We (talk) about it as soon as Mr. Jones (come).

Ex.9. Choose the right item

- Nick ... look for another job after he leaves. He's very ambitious.
 - will
 - is going to
 - doesn't
- Don't ask me to do it. I ... go to this stupid party.
 - won't
 - don't
 - am not to
- Henry ... his dentist today.
 - will see
 - sees
 - is seeing
- Maybe Tom ... the answer.
 - knows
 - will know
 - is going to know
- ... you ...your children with you on a holiday to Spain?
 - Are ...taking
 - Will...take
 - Do...take
- 6....John tonight? Tell him to call me.
 - Will you see
 - Are you seeing
 - Are you going to see
- I'm sorry. I ... do it again.
 - am not
 - won't
 - don't
- If the client... dissatisfied we... offer him a replacement.
 - is ...will
 - will be ...are to
 - is not... will
- How ... spend your holiday?
 - will you
 - are you going to
 - shall you
- She ... redecorate her kitchen next week.
 - is to
 - will
 - is going to

Ex.10. Translate the following sentences from Russian into English.

1. Наша компания собирается потратить **значительную** сумму на покупку нового оборудования. 2. **Предельные сроки** часто являются причинами стресса на работе. 3. Мы постараемся **оценить** преимущества и **недостатки** нового метода. 4. Этот документ не является **юридически законным**. 5. Он **владелец индивидуально-го предприятия**, которое приносит большую прибыль. 6. **Целью** нашего собрания является обсуждение ряда вопросов с **акционерами**. 7. Если Вы **намереваетесь** создать **товарищество**, Вам надо выбрать хорошего партнера. 8. Что **включают** в себя Ваши обязанности? 9. Деловые партнеры должны **дополнять** друг друга. 10. Много бизнесменов приезжает в Москву с разными **целями**. 11. Как только Вы подпишете этот контракт, он станет **правовым** документом. 12. Я **оценю** данные после того, как проведу исследование.

Ex.11. Read the dialogue and answer the questions given below.

This is a conversation between two friends Sam and Maggie. Maggie is in retail business and Sam is thinking of starting one.

Maggie – Well, Sam, I've heard you are planning to start your own business. What form will it take?

Sam – Maggie, I am completely at a loss. I am not even sure that this business is for me. I have so many questions to answer. What will I sell, where will I locate my business, will I be able to share the customer base with my competitors, and will I buy a building for my business or lease space?

Maggie – Hey, stop complaining. I'm sure you've already done a lot of work.

Sam – Well, quite a lot, to be honest, but I am feeling so confused.

Maggie – Come on! Pull yourself together. Tell me, are you going to establish your business as a sole proprietorship, a partnership or a corporation?

Sam – A sole proprietorship is the simplest way, I've heard.

Maggie – Yes, it is the least complicated one. You won't have to take any legal steps to open a sole proprietorship. But, if something goes wrong you will be personally liable for all the debts.

Sam – On the other hand, when you establish a corporation you will definitely need a lawyer to draw up the papers and an accountant to advise you on tax matters. A partnership is a good form only if you trust your partner.

Maggie -The primary advantage of these forms is the protection of your personal assets if your business fails.

Sam – Still, I am planning to start as a sole proprietor and later perhaps I'll convert it into a corporation.

Maggie – Don't forget that there is another question which you should think over – a name.

In the retail business it's essential. A name should be short, clear and easy to remember.

Sam – Oh, it's three o'clock. I must be off to the bank. Do you mind if I call you tonight and you will help me with the name selection?

Maggie – O'K. You may call me any time you want. Good-bye!

Sam – Bye-bye.

Answer the questions based on the dialogue.

1. What is Sam planning to do?
2. Which form of business has Sam chosen?
3. Why is Sam feeling confused?
4. What are the benefits of a sole proprietorship in comparison with a partnership and a corporation?
5. What is the primary advantage of a partnership and a corporation?
6. What should a business name be?

Ex.12. Make up a dialogue on the following assignment:

Mr. Bond is a small business owner. He is giving professional advice to his younger relative how to set up a retail business. A young relative has prepared a lot of questions for him. In particular, they are discussing what form this starting business should take.

Vocabulary

1. complement (v) – дополнять

E.g. These two methods complement each other. – Эти два метода дополняют друг друга.

2. deadline (n, C) – предельный срок

to meet a deadline – успеть к назначенному сроку, уложиться в срок

3. downside (n, C) – недостаток

E.g. There are several downsides to your proposal. – В Вашем предложении имеются недостатки.

4. evaluate (v) – оценивать, давать оценку

to evaluate data – оценивать данные

evaluation (n, C) – оценка

a high evaluation of the research methods – высокая оценка методов исследования

5. include (v) – включать в себя

E.g. The speaker included some important facts in his report. –

Докладчик включил несколько важных фактов в свой отчет.

6. intend (v) – намереваться, собираться

E.g. I intend to leave tomorrow. – Я собираюсь уехать завтра.

intention (n, C) – намерение

7. legal (adj) – законный, правовой, юридический

a legal document – правовой документ

Ant: illegal

8. liability (n, C) – ответственность, обязанность

unlimited liability – неограниченная ответственность

limited liability – ограниченная ответственность

9. own (v) – владеть

to own property – владеть имуществом

owner (n, C) – владелец, хозяин

the owner of a house – хозяин дома

ownership (n, U) – собственность, право собственности

10. partnership (n, C) – товарищество, партнерство

11. purpose (n, C) – цель

for various purposes – для разных целей

on purpose – нарочно

to achieve one's purpose – добиться своей цели

12. share (v) – делить, распределять

to share smth. with smb. – поделиться чем-л. с кем-л.

share (n, C) – 1. часть, доля 2. акция

shareholder (n, C) – акционер

a share price – курс акций

13. significant (adj) – значительный, важный, существенный

a significant sum – значительная сумма

14. sole proprietorship (n, C) – индивидуальное предприятие

(ИП)

15. venture (n, C) – рискованное предприятие, коммерческое предприятие

a joint venture – совместное предприятие

Consolidation Units 7-8

I. Complete the sentence using the right item

- There is a rating system to ... the quality of a hotel.
a) obtain b) assess c) demand
- The guests at the Hilton are quite ...
a) exciting b) complicated c) wealthy
- If the ... are high the profits go down.
a) costs b) facilities c) bills
- The hotel should offer much better facilities to... a five-star rating.
a) employ b) obtain c) run
- A receptionist has to ... guests.
a) check in b) accompany c) prepare
- The ... to your own business is a great financial risk.
a) venture b) downside c) evaluation
- If you ... to set up a business you must get a license.
a) intend b) include c) invite
- The shareholders of a company have limited
a) proprietorship b) deadlines c) liability
- The ... of any business is to get profit.
a) share b) purpose c) ownership
- The invention of a computer was a ... step in the development of science and technology.
a) significant b) legal c) sole

II. Fill in the right preposition

- Before I go on a tour round the city of Rome I will have to check ... at the hotel.
- We need to prepare ... the inspection to get a good hotel rating.
- Originally this warehouse was used ... military purposes.
- Hello, Dan, I hear you have won 25 thousand dollars ... a lottery!
- Larry is so excited ... his new challenging position.
- You will pay for using the mini-bar when you check
- He knows I can't stand cheap motels but he still brought us here – he did it ... purpose!
- When I was a little boy I shared my room ... my elder brother.
- The downside ... having a big car is the amount of money you spend on petrol.
- By the end of each year our top management makes the evaluation ... each employee's work.

III. Match the words to make pairs

- | | |
|----------------|-----------------|
| 1. to make out | a) (a) problem |
| 2. complicated | b) (a) bill |
| 3. demanding | c) (a) hotel |
| 4. to assess | d) demands |
| 5. to meet | e) (a) venture |
| 6. luxury | f) (a) document |
| 7. to obtain | g) performance |
| 8. legal | h) (a) customer |
| 9. to achieve | i) information |
| 10. joint | j) (a) purpose |

IV. Combine the sentences using Past Simple and Past Perfect.

Example: I finished my report. I called my boss.

After I had finished my report I called my boss.

1. We packed our things. We went to the airport.
2. Eva came to the party. Everybody left the house before it.
3. Ted worked as a driver for 5 years. Ted found a good office job after that.
4. The director arrived. The secretary sent a fax and prepared a cup of coffee for him before that.
5. The secretary went out to have lunch. She e-mailed all the clients.
6. The hotel room was small, stuffy and uncomfortable. I expected a bigger and more comfortable room.
7. Our Chairman retired in 2005. I joined the company in 2008.

V. Make comparisons using *more – the most; better – the best; as... as; not so ... as; -er, -est* where necessary.

1. Helen has got a Mini, Samuel has got a Bentley.
2. There are 5 bedrooms in Peter's cottage. There are only two in Mike's.
3. My armchair is soft, cosy and big. Your armchair is small, uncomfortable and unattractive.
4. John is a PR manager. Garry is a cleaner.
5. We travelled around England, Wales and Scotland. They visited only Wales.
6. I stayed at three hotels. The Quality hotel was small but cosy. The Ramada hotel was big but noisy. The Holiday Inn was big, comfortable and modern. It was wonderful!
7. Jerry earns \$ 20000 a year, Tom earns \$ 24000 a year, and Nancy earns \$60000 a year.

UNIT 9

Grammar: Reported Speech, Past Perfect

Reading: Participating in International Exhibitions

Companies in international business should constantly be in touch with the latest developments in their field of activity. It is necessary to know what types of new products their competitors have **come up with**, where you can see those products, what the price range is.

The best way to obtain first-hand information is to visit international trade **fairs** and **exhibitions** regularly. Each time **executives** go to such exhibitions, they would like to know if they can establish beneficial contacts and whether they will manage to **clinch a profitable** deal with a new overseas partner. Even exchanging business cards at the exhibition might come in useful **in the long run**. That is why top managers of successful companies try to take part in the most prestigious international trade fairs.

Two weeks ago the General Manager of *Peter Hambro Mining Plc* asked his Deputy, Martin Green, to investigate the market of giant construction trucks. Last Thursday Martin Green came back from the sales exhibition in Germany. It **took place** in Bonn and **housed exhibits** from 20 countries including Japan, the USA, Canada and China. Martin's boss told him to get some information about industrial construction trucks from the leading manufacturers. He also had to get in touch with some Japanese firms to establish contacts in the export field. His visit was very useful and he got the important information his boss had asked him to find.

Martin told his Chief that he had managed to get in touch with Mr. Yoshiki Yamamoto, Executive Director of *Komatsu Ltd.* Martin's boss wanted to know what aspects of business they had **covered** during their meeting. Martin informed him that he had asked Mr. Yamamoto what range of heavy trucks they were producing then, where their production facilities were located in Europe, what their **current volume** of European sales was. Martin wondered if they were planning to set up their dealer network in the North of England. Mr. Yamamoto **replied** that they would start selling to England if they found a **suitable** partner. Mr. Yamamoto asked if Mr. Green's company **was involved in** industrial construction. Martin explained that his company had been one of the leading mining companies in Britain for many years. Then Martin supplied publicity material and sales literature, which Mr. Yamamoto had asked for.

Martin told his boss that Mr. Yamamoto had got a good **impression** of their meeting and said that they would be able to establish **mutually** beneficial and **long-standing** cooperation with their British **counterparts**. Martin's boss said he was completely satisfied with his

Deputy's work and added he was going to give him a **generous** bonus if the deal worked out.

Exercises

Ex.1. Answer the following questions using the text.

1. Why should international companies be in touch with the latest developments in their business?
2. Where do top executives go to establish some useful contacts?
3. What countries took part in the exhibition in Bonn?
4. What were Martin's tasks at the exhibition?
5. Martin had to get in touch with a representative of *Komatsu Ltd.*, didn't he?
6. What kind of business is Martin's company involved in?
7. What were the results of Martin's visit to Germany?
8. Why did Mr. Yamamoto have a good impression of a meeting with Martin?
9. Did Mr. Yamamoto want to use an agent or to find a partner in England?
10. Who will get a generous bonus if the deal works out?

Ex.2. Read the following statements and say whether they are true or false.

1. To be successful in international business a company should know about their competitors' activities.
2. The best way to obtain first-hand information is to speak to your competitors.
3. Managers participate in international trade fairs to get better jobs in other companies.
4. The sales exhibition housed exhibits from 25 countries including Japan, China, Korea, the USA, Canada and India.
5. Martin's boss instructed him to contact businessmen from Japan.
6. Martin was not pleased with the trip.
7. During the meeting with Mr. Yamamoto Martin showed a great interest in the current volume of European sales of *Komatsu Ltd.*
8. Mr. Yamamoto intended to set up a local production facility in England.
9. Mr. Green's company is involved in financial services.
10. Martin offered Mr. Yamamoto free samples of their products.

Ex.3. Translate the following sentences from English into Russian.

1. Our counterpart promised to come up with an impressive plan of cooperation.
2. The trade fair can bring us profit.
3. The prices do

not suit us, they are too high. 4. We have clinched a deal with a foreign company. 5. What impressed you at the exhibition? 6. The CEO said the discussion would take place soon. 7. I was not sure if they had reached mutual understanding. 8. They asked me if I was involved in clinching the deal. 9. We are going to cover the main items of the contract. 10. The fair housed a lot of exhibits from different countries.

Ex.4. Translate the following word combinations from Russian into English.

Экспонировать товар на выставке; заключить выгодную сделку; получить впечатляющие результаты; в ответ на письмо; предлагать план взаимовыгодного сотрудничества; вести переговоры с зарубежным партнером; большие объемы продаж; подходящее время; вмещать много экспонатов; произвести впечатление на руководителя; рассмотреть основные пункты контракта; посетить выставку-продажу.

Ex.5. Complete the following sentences using the necessary prepositions.

1. Is this time suitable ... you? 2. We got this offer ... reply ... your email. 3. We hope to make profit ... this deal. 4. We understood that he had been right ... the long run. 5. The exhibition made no impression ... me. 6. The programme covered ... the current affairs. 7. We hoped they would come ... a new design of the model. 8. What business are you involved ... ? 9. The CEO said the company had sold the building ... a great profit. 10. Who will reply ... this letter?

Ex.6. Insert the missing words. Use your active vocabulary.

1. The company has increased the ... of sales recently. 2. Where will the meeting ... ? 3. I am afraid this time does not ... me, it is too early. 4. In ... to your letter we are sending you our latest catalogue. 5. I think this business is ... and hope to earn a lot of money. 6. What ... you at the exhibition? 7. We are not ... in this business. 8. The top executives are discussing the ... affairs. 9. We hope to achieve ... understanding in the long run. 10. How many exhibits can this hall ...?

Ex.7. Express the same ideas using your active vocabulary.

- | | |
|-----------------------------|------------------------------|
| 1. to happen | 7. to hold, store |
| 2. to deal with | 8. a business partner |
| 3. a competitive exhibition | 9. to do a deal |
| 4. appropriate | 10. to give an answer |
| 5. amount or quantity | 11. to affect strongly |
| 6. to propose | 12. existing for a long time |

Ex. 8. Change the sentences from Direct into Indirect speech.

1. Mr. Cone said: "I can't give you the exact figures, Mr. Tanaka".
2. Carla asked Jim: "Will you help me with my presentation?"
3. We said to our clients: "It is possible to send these goods next week".
4. Henry said to Jack: "Don't make this appointment for today".
5. The director said to us: "I need your ideas about the last promotional campaign by the end of the next week".
6. Thomas said: "I have seen the new construction site last week".
7. Bob asked Ann: "Why do you always consider my ideas unrealistic?"
8. The office manager said: "How many chairs does your team need for the coming meeting?"
9. Samantha told Nick: "Have you seen the fax from D&G? It was on my desk yesterday".
10. I asked Kelly: "Can you type this letter as soon as possible for me?"

Ex. 9. Choose the right item

1. Mr. Fergusson said he ... call us as soon as the order ... ready.
 - a) will...is
 - b) would...was
 - c) would...is
2. I couldn't read the mail as my computer ... down the day before.
 - a) had broken
 - b) broke
 - c) has broken
3. She told us she... the visitor in a minute.
 - a) saw
 - b) will see
 - c) would see
4. I asked Mark if he ... to the conference in London the following week.
 - a) went
 - b) would go
 - c) had gone
5. Jerry told us ... touch anything on his desk.
 - a) don't
 - b) not to
 - c) didn't
6. Ann said that she... hard for three months and so she ... very tired.
 - a) had been working...was
 - b) has been working... was
 - c) worked ...was
7. The driver told us ... the seatbelts.
 - a) fasten
 - b) to fasten
 - c) don't fasten
8. Kerry asked the secretary when the boss usually ... at the office.
 - a) arrived
 - b) would arrive
 - c) arrives
9. They informed us that their counterparts from China ...in twenty minutes.
 - a) were arriving
 - b) was to arrive
 - c) arrived
10. The waiter asked if we ... the meal.
 - a) would enjoy
 - b) had enjoyed
 - c) enjoyed

Ex. 10. Translate the following sentences from Russian into English.

1. Он сказал, что компания **заключила выгодную** сделку. 2. **В ответ на** наше письмо наш **деловой партнер** пригласил нас на **выставку-продажу**. 3. Мы хотели узнать, где **произойдет** встреча с нашими заказчиками. 4. Они не знали, какие компании **занимаются** продажей этого оборудования. 5. **Объем продаж произвел** на меня большое **впечатление**. 6. Мы узнали, что торговый зал **вмещает** десять магазинов. 7. Мы **рассмотрели** все возможности **взаимовыгодного сотрудничества**. 8. Я хотел узнать, **подойдут** ли Вам наши условия. 9. **Генеральный директор предложил** план срочных действий. 10. **Руководители** компании обсудили **современные** проблемы. 11. Наше **продолжительное** сотрудничество, **в конце концов**, принесло большой **доход** обеим компаниям. 12. Он сказал, что потребует **щедрой** компенсации.

Ex. 11. Read the following dialogue.

The Personnel Manager of *Peter Hambro Mining Plc* Ron Derry is interviewing Fiona Redcliff, a candidate for the vacancy of a Public Relations officer.

Ron Derry – Now, Ms Redcliff, first of all I'd like to refer to your C.V. You pointed out that you had previously worked for *Meredith and Sons*, a small family-run company. You mentioned that you had been involved in marketing research, advertising and PR activities, right?

Fiona Redcliff – That's right. This company was doing quite well in the north of England. They are a small brewery producing ginger beer.

Ron Derry – So the company was successful. Why did you quit?

Fiona Redcliff – You see, last year the owner of the company informed the staff that he had decided to sell his business to an Irish beer company. So that meant there would be serious reorganization. Besides, I hoped to find a more challenging job with a dynamic company with international links.

Ron Derry – I see. Now, Ms. Redcliff, can you tell me what your biggest achievement and what your worst failure were.

Fiona Redcliff – Well, I believe I could say that I organized a promotional fair that took place in Nottingham last October and housed samples of our products of various price range. By the end of the next month the volume of sales had increased by 10 % and the firm had clinched two more profitable deals with specialty shops in London. As for my biggest failure, I have to admit that before I learned the art of presentation I had failed a presentation of our goods at a meeting with our counterparts from Scotland. They were not satisfied but were generous enough to say that if we came up with some more

original ideas for a joint promotion of our product they would be glad to meet again.

Ron Derry – Right. Can I ask where you see yourself, say, in 5 years if we employ you?

Fiona Redcliff – Oh, I would greatly appreciate an opportunity to join your company! I think in the long run I hope to contribute to preparations for sales conferences and launches of advertising campaigns. Hopefully, I will be in charge of mutually beneficial contacts with Japan where I had worked for 3 years with *Komatsu Ltd.* as an assistant P.R. Manager.

Ron Derry – That is just what makes you the most suitable candidate for this position, Ms Redcliff. I must say that before I set up this meeting I had studied closely your C.V. and now I am absolutely sure that this is going to be the start of a long-standing and mutually beneficial cooperation. My congratulations and welcome to our team!

Answer the questions based on the dialogue:

1. What position does Ms Redcliff apply for?
2. Where had she worked before she applied for a vacancy with *Hambro Mining*?
3. What kind of product did *Meredith and Sons* manufacture and sell?
4. Where was *Meredith and Sons* based?
5. Why did she decide to leave her previous job?
6. Who wanted to buy the brewery?
7. How did Ms Redcliff explain her wish to join *Peter Hambro Mining*?
8. What was the greatest achievement in Ms Redcliff's career?
9. Why were the Scottish partners not satisfied with her presentation?
10. What was the result of the interview?

Ex. 12. Make up your own dialogue on the following assignment.

A: You are Assistant Sales Manager of a start-up involved in interior design. You have just returned from a trade exhibition in Paris. Share your impressions with your friend who has been to a job interview with a French fashion design company. Ask him/her how the interview went.

B: You are interested in the latest developments in the field of design. Ask your friend about his/her impressions and tell him/her about your experience of a job interview.

Vocabulary

1. be involved in smth/doing smth – быть вовлеченным во что-л., заниматься чем-л.

E.g. What companies are involved in this business? – Какие компании занимаются этим бизнесом?

2. clinch (v) – заключать (делку, договор)

to clinch a deal – заключить сделку

3. come up with (v) – предлагать (план, проект)

E.g. I hope you can come up with a better plan. – Надеюсь, вы предложите лучший план.

4. counterpart (n, C) – деловой партнер

5. cover smth (v) – рассматривать что-л., освещать (события и т. п.) в СМИ

E.g. We have covered all the main points. – Мы рассмотрели все главные вопросы.

6. current (adj) – текущий, современный

current affairs – современные проблемы

7. executive (n, C) – должностное лицо, руководитель

CEO (Chief Executive Officer) – генеральный директор (корпорации), директор (предприятия)

8. exhibition (n, C) – выставка

to hold (held, held) an exhibition – проводить выставку

a trade exhibition – выставка-продажа

exhibit (v) – выставлять(ся); экспонировать(ся) на выставке

E.g. The company exhibited the model of the latest design to the public. – Компания выставила модель последней разработки.

exhibit (n, C) – экспонат (на выставке)

9. fair (n, C) – ярмарка

trade fair – торговая ярмарка

10. generous (adj) – щедрый, большой, великодушный

E.g. The guests thanked the generous hosts for hospitality. – Гости поблагодарили щедрых хозяев за гостеприимство.

generosity (n, U) – великодушие, щедрость

11. house (v) – вмещать, содержать

E.g. The building houses five different firms. – В здании расположены пять фирм.

12. impress (v) – производить впечатление, поражать

impression (n, C) – впечатление (эффект)

to make an impression **on** smb – произвести впечатление на кого-л.

E.g. The new model of car made a great impression on me. – Новая модель машины произвела на меня большое впечатление.

impressive (adj) – впечатляющий; выразительный

impressive results – впечатляющие результаты

13. in the long run – в конце концов; в общем

14. long-standing (adj) – продолжительный, существующий издавна

long-standing cooperation – продолжительное сотрудничество

15. mutually (adv) – взаимно; обоюдно

mutual (adj) – взаимный, обоюдный, совместный

mutual understanding – взаимопонимание, согласие

16. profitable (adj) – выгодный, доходный

E.g. We have clinched a profitable deal. – Мы заключили выгодную сделку.

profit (n, C) – выгода, прибыль, доход

to make a profit **on** smth – извлечь выгоду из чего-л.

to bring a profit – давать доход

E.g. He sold his house **at** a profit. – Он выгодно продал дом.

17. reply (v) – отвечать

to reply immediately, promptly – давать немедленный ответ

to reply **to** a question. – отвечать на вопрос.

E.g. She replied that she would be happy to accept our invitation. – Она ответила, что будет счастлива принять наше приглашение.

reply (n, C) – ответ

in reply **to** smth – в ответ на что-л.

in reply to your letter of the 15th May – в ответ на ваше письмо от 15 мая

18. suitable (adj) – подходящий, применимый, соответствующий

suitable **for** smb/smth – подходящий кому-л./чему-л.

E.g. These terms are not suitable for us. – Эти условия неприемлемы для нас.

suit (v) – подходить, соответствовать, удовлетворять требованиям, устраивать

E.g. That suits me fine. – Это мне подходит.

This jacket suits you perfectly – Этот пиджак Вам отлично подходит.

19. take place – происходить, случаться

E.g. When did the exhibition take place? – Когда проходила выставка?

20. volume (n) – величина, объём; количество

volume of sales – объем продаж.

UNIT 10

Grammar: Passive Voice

Reading: Advertising

Why do most people prefer Coca-Cola to some other cola? Why do more women prefer Estee Lauder to some other perfume? Are these products functionally better? Not necessarily. The **value** to the product in the consumer's mind is added by advertising. Research shows that the image of a product which is produced partially by advertising is an inherent feature of the product itself. Advertising also educates customers about new users of products. Kleenex was **originally** advertised as a make-up remover, later it was **promoted** as a **disposable** handkerchief. Customers are also shown how to use the product. All in all advertising helps people to satisfy their wants and needs.

If advertising adds value to products, it follows that advertising adds cost. And if expensive advertising is stopped products cost less. Is that right? The situation is the following. Prices are **affected** by advertising but in different ways. Advertising is indeed paid for by consumers who buy the product. But if in retailing advertising **tends to hold** prices **down**, in manufacturing advertising is used **to stress** the features that make products better, so advertising tends to **support** higher prices.

On the whole advertising is very important for an **economy**. In the economy that produces more goods and services which are consumed, advertising serves two important purposes: consumers are informed of their alternatives and companies compete more effectively for consumer money.

The history knows a lot of examples of brands successful **due to extensive** advertising and promotion. Here is the story of one of them.

William Wrigley was expelled almost every third week of the school year. At the age of eleven he ran away from his home in Philadelphia to New York where he **joined** the local "newsies" and started to sell newspapers to **earn** his living. Eventually the boy returned to Philadelphia and his soap-manufacturer father found him a place in the soap factory. At 13 he **persuaded** his father to let him start as a Soap salesman. He rode from town to town in Pennsylvania and sold his father's soap to retailers, a box of baking soda was always offered as a bonus. When the baking soda began to be sold better than the soap, he started selling it, at this time chewing gum was offered as a premium. When people wanted more gum, he sold that **instead**. In 1892 he moved to Chicago and the **demand for** chewing gum was growing daily. Companies were set up by him to sell his gum abroad – in Canada, Australia and Great Britain. No one believed more deeply in the power of advertising than he did. He spent his first \$ 100.000 on it, saw no

return on that, raised \$ 100.000 more, found the second investment as fruitless as the first but didn't **give up**. In 1907 he added \$ 250.000 more. A bright future for his company was **ensured**.

Exercises

Ex.1. Answer the following questions using the text.

1. What is an inherent feature of a product?
2. What are the main functions of advertising?
3. How was Kleenex advertised?
4. How are prices affected by advertising in retailing?
5. How are prices affected by advertising in manufacturing?
6. Why is advertising important for an economy?
7. How did Wrigley manage to attract customers to his goods?
8. Where did William Wrigley set up companies to sell chewing gum?
9. What proves that William Wrigley deeply believed in the power of advertising?
10. Why do people prefer some brands to others? Give your reasons.

Ex.2. Read the following statements and say whether they are true or false.

1. Advertising adds value to a product.
2. The image of a product is created by advertising.
3. Advertising informs the public of the new uses of a product.
4. Advertising keeps prices low.
5. Advertising is paid for by retailers.
6. William Wrigley was one of the worst pupils at school.
7. William Wrigley started his career as a salesman at the age of 13.
8. In Chicago the demand for soap was growing daily.
9. Wrigley's gum business grew from local into international.

Ex.3. Translate the following sentences from English into Russian.

1. This company was set up two years ago, and since then it has been leading a wise economic policy.
2. His absence was due to illness.
3. What are prices affected by?
4. He has earned the respect of his colleagues.
5. She is easily persuaded.
6. Last year they spent a lot of money on sales promotion.
7. The insurance company paid us the full value of the car.
8. The facts support your theory.
9. I can't ensure that he will be there on time.
10. We made extensive use of his hospitality.
11. He stressed that the goods of his company were in great demand on the world market.
12. Advertising companies should always think up new ways to promote products.

Ex.4. Translate the following word combinations from Russian into English.

Одноразовая посуда; из-за низкого спроса; экономика нашей страны; читать книги в оригинале; продвигать новый товар; поддержать кандидата; повлиять на покупателя; экономный человек; обширная реклама; сдерживать инфляцию; вместо покупки; ценность открытия; заработать прибыль.

Ex.5. Complete the following sentences using the necessary prepositions.

1. He spoke ... the support ... our idea. 2. Our flight was delayed due ... a strike. 3. They joined ... us ... lunch. 4. You have to think how it can affect ... your business. 5. There is a great demand ... our goods. 6. In retailing advertising tends to hold prices 7. Instead ... having lunch at home we had a picnic. 8. He reads Shakespeare ... the original. 9. What was the return ... your investment? 10. Our new advertising campaign is good value ... money.

Ex.6. Insert the missing words. Use your active vocabulary.

1. The book ... his success. 2. Try to ... your father to lend us his car. 3. If I am not ... within the next two years I am going to change jobs. 4. They paid him the ... of his lost property. 5. The new government law has ... our export trade. 6. Our goods are of high quality so they are in great 7. He advised me to use a ... container. 8. I wondered how he ... his living. 9. She ... to accept our offer. 10. It will be more ... to switch the machine off at night. 11. Two years ago the country faced serious ... problems. 12. He receives ... from his parents.

Ex.7. Express the same ideas using your active vocabulary.

- | | |
|--|---------------------------|
| 1. to gain as profit | 8. to advance in position |
| 2. material worth | 9. avoiding waste |
| 3. to influence | 10. to guarantee |
| 4. to back up | 11. profit |
| 5. because of | 12. in place of |
| 6. to convince | 13. to emphasize |
| 7. designed to be thrown away after a single use | |

Ex. 8. Open the brackets using Passive voice.

1. The new office (open) last year in Manila.
2. Your C.V. (deal with) by the Personnel Manager next week.
3. This type of tools (produce) by our company for ten years.
4. Day students usually (give) a lot of homework.
5. The redecoration (finish) by the start of the new academic year.
6. Who the dinner (cook) by tomorrow?

7. ... everyone (give) the handouts yet?
 8. She (fire) as she didn't follow the company rules about smoking.
 9. Goods with famous brand names can (make) illegally.
 10. The contract (sign), so it's time to have a drink to celebrate.

Ex. 9. Choose the right item

1. We just...all the points of our agenda.
 a) covered b) were covered c) have covered
 2. A new working scheme ... by the management last month.
 a) was introduced b) has been introduced c) introduced
 3. The students... fifteen topics for their course paper this year.
 a) gave b) were given c) will be given
 4. I ... that the manager would call me after 3 p.m.
 a) was told b) have been told c) told
 5. Advertising of alcohol on TV ... several years ago.
 a) had been prohibited b) has been prohibited
 c) was prohibited
 6. The price for food ... due to the losses during the extremely hot summer.
 a) has gone up b) was gone up c) had gone up
 7. Will the carpets ... on Monday?
 a) be cleaned b) cleaned c) clean
 8. The doctor ... me to follow his instructions.
 a) was told b) told c) said
 9. At the interview she ... to speak about her biggest achievement in her previous job.
 a) was asked b) had been asked c) has been asked
 10. Their property and house ... insured the year before so they got compensation after the fire.
 a) was b) had been c) would be

Ex.10. Translate the following sentences from Russian into English.

1. Что Вы знаете об **экономике** нашей страны и ее **экономических** реформах? 2. Они **склонны поддержать** наше решение. 3. Он **подчеркнул**, что надеется получить высокую **прибыль** от своих акций. 4. На цены **вливают спрос** и предложение. 5. Как **первоначально рекламировался** этот новый продукт? 6. Новая марка имела успех **из-за широкой** рекламы. 7. Правительство **гарантировало**, что цены будут **сдерживаться** в течение года. 8. Он собирается **поступить на работу** в рекламное агентство. 9. Этот дом — **выгодная покупка**. 10. Ему отказали в приеме на работу, но он не **сдался** и обратился в другую компанию.

Ex. 11. Read the following dialogue.

Two members of the Marketing Department at Top-Style are having an informal talk during lunch time. Ben is a newcomer. He doubts the necessity of extensive advertising.

Ben – Listen, John! We are spending a fortune on promotional activities: TV, radio advertising, press advertising, billboards, and on-line promotion. Our jeans are in great demand. Why don't we spend less on advertising and invest more in research and development.

John – Well, Ben, I have been in this business for nearly 10 years. And I can tell you for sure that the return on advertising is good value for money. Will you tell me, which needs are satisfied through goods consumption.

Ben – Material needs, of course. Our target audience is from 18- to 30-year olds. They want high quality fashionable jeans at competitive prices and they get them.

John – It's not as simple as it seems. Besides material needs, we also need love, recognition and respect from our friends. We need to be aware of ourselves as persons in relation to surrounding social groups. So social needs have to be satisfied too. Social values are very important. And our advertising is intended to persuade customers that through the jeans they buy they will be identified as modern, smart, dynamic people.

Ben – I see, but some people say that due to its conflicting claims, advertising confuses more than it helps. How, they ask, can all brands of soap, shoes, or jeans be "best"?

John – As for conflicting claims, differences of opinion are a basic element in advertising. It tends to be subjective. In fact, an advertiser cannot be objective about his brand.

Ben – And what will you say about the criticism that much advertising is false and misleading.

John – Well, of course, false or misleading advertising is illegal. An advertisement is a public promise which is seen or heard by the public. Our company doesn't support the practice of misleading advertising. We realize that our image is affected by advertising. Our management always stress that we must ensure truthful advertising.

By the way, sometimes problems take place not only due to false advertising but also due to the advertiser's ignorance of local customs and habits.

Have you heard of a text-book example when the soap didn't sell well in the Middle East? A soap advertisement had a picture of dirty clothes on the left, a box of soap in the middle and clean clothes on the right.

Ben – I haven't. Tell me, please.

John – The advertisers forgot that in that part of the world people usually read from right to left.

Ben – OK, I give up. I agree that advertising is a key to our success. Oh, it's time to get back to work. Don't forget we are meeting tomorrow at lunch time. Bye.

John – See you.

Answer the questions.

1. What is Ben worried about?
2. How long has John been working in marketing?
3. Which needs are satisfied through goods consumption?
4. What do we call social needs?
5. In which way are social needs satisfied?
6. What are the target consumers of Top-Style?
7. How can false or misleading advertising affect consumer choice?

Ex. 12. Discuss with your partner the following questions:

1. The most interesting advertisement you have ever seen.
2. The most boring advertisement you have ever seen.
3. Has any advertisement ever persuaded you to buy anything?

Vocabulary

1. affect (v) – влиять, действовать на кого-л., что-л.

E.g. It will affect her decision. – Это повлияет на ее решение.

2. demand (n, U) – спрос

demand for goods – спрос на товары

to be in great demand – пользоваться большим спросом

supply and demand – спрос и предложение

E.g. Demand affects supply. – Спрос влияет на цены.

3. disposable (adj) – выбрасываемый, одноразовый

a disposable handkerchief – одноразовый носовой платок

4. due (adj) – должный, обязанный

E.g. He is due to speak at the meeting. – Он должен выступить на собрании.

due to smb., smth. – из-за кого-л., чего-л.

E.g. The accident was due to fog. – Авария случилась из-за тумана.

5. earn (v) – зарабатывать

to earn one's living – зарабатывать на жизнь

6. economy (n, C) – экономика, хозяйство

economic (adj) – экономический

economic policy – экономическая политика

Compare: economical (adj) – экономный, экономичный

an economical car – экономичная машина

7. ensure (v) – обеспечивать, гарантировать

E.g. I can't ensure his success. – Я не могу гарантировать его успех.

8. extensive (adj) – обширный

E.g. He has an extensive knowledge of this subject. – У него обширные познания по этому предмету.

9. give up (gave, given) (v) – уступить, сдаться

10. hold down (held, held) (v) – удерживать, сдерживать

E.g. We can't hold down prices much longer. – Мы не сможем долго сдерживать цены.

11. instead (adv) – вместо

instead of smth., smb., doing smth. – вместо чего-л., кого-л.

E.g. He sold baking soda instead of sugar. – Он продал разрыхлитель теста вместо сахара.

12. join (v) smb., smth. – присоединяться к кому-л., чему-л.

E.g. May I join you? – Можно к Вам присоединиться?

to join a company – поступить на работу в компанию

13. originally (adv) – первоначально, по происхождению

E.g. Originally this company was a small business. – Первоначально эта компания была малым предприятием.

original (n, C) – подлинник, оригинал

in the original – в оригинале

14. persuade (v) – убеждать, уговаривать

E.g. He persuaded me to come. – Он убедил меня прийти.

15. promote (v) – продвигать, повышать в должности

E.g. He was promoted last year. – Его повысили в прошлом году.

to promote a new product – рекламировать новый товар

promotion (n, U) – продвижение, стимулирование

sales promotion – стимулирование сбыта

16. return (n, U) – прибыль

E.g. The return on my shares is 5%. – Прибыль от моих акций – 5 процентов.

17. stress (v) – подчеркивать, придавать большое значение

E.g. He stressed that the work was very important. – Он подчеркнул, что работа очень важная.

18. support (v) smb., smth. – поддерживать кого-л., что-л.

support (n, U) – поддержка

in support of – в подтверждение

19. tend (v) – быть склонным к чему-л.

E.g. She tends to agree with them. – Она склонна согласиться с ними.

20. value (n, U) – ценность, стоимость

E.g. His advice was of great value to us. – Он дал нам неоценимый совет.

to be good value for money – окупиться, стоить затраченных денег

E.g. The computer was good value for money. – Компьютер стоил затраченных денег.

Consolidation Units 9-10

I. Complete the sentence using the right item.

1. What is the ... news?
a) today b) current c) last
2. He ... to agree with us.
a) appeals b) enjoys c) tends
3. Three companies are ... in this business.
a) involved b) produced c) housed
4. He was ... by the new model of car.
a) enjoyed b) impressed c) stressed
5. Prices are ... by demand.
a) affected b) impressed c) used
6. This method of sales is ... for our company.
a) generous b) suitable c) long-lasting
7. They have ... all the contract terms.
a) covered b) ensured c) decided
8. This specialized exhibition ... last year.
a) took part b) took place c) held
9. What do you know about market ... ?
a) economics b) volume c) economy
10. I'd like to buy an ... car.
a) economical b) economic c) extensive
11. We can ... the quality of our goods.
a) persuade b) ensure c) support
12. I have known my ... for three years.
a) counterpart b) waiter c) consumer
13. They will ... us on Tuesday.
a) come b) return c) join
14. The executive promised to ... him in a month.
a) promote b) affect c) support
15. We thanked the host for his
a) services b) goods c) generosity

II. Put the following sentences into the Reported Speech.

1. He said: "Your generosity impressed me greatly."
2. She asked: "When was this exhibition held?"
3. I wondered: "Is there any demand for these goods?"
4. He told me: "Don't promote this employee."
5. Mr Jones said: "We have covered all the tasks."
6. He stressed: "This deal will be profitable for our company."
7. My counterpart wanted to know: "Do you support my idea?"

8. He asked: "What did you write in reply to his letter?"
9. She said: "Our volume of sales was high last year."
10. Ann asked: "Don't give up."
11. My friend wondered: "Who is the CEO of your company?"
12. Her colleague wanted to know: "How much did we spend on sales promotion?"
13. He asked: "Are you involved in this business?"
14. She said: "My new laptop is good value for money."
15. My boss ordered: "Clinch this deal immediately."

III. Insert the right preposition.

1. Our goods are not ... great demand.
2. What is he involved ... ?
3. The flight was delayed due ... bad weather.
4. The city centre made a great impression ... me.
5. It doesn't affect ... me.
6. He sold his car ... a profit.
7. ... reply ... your letter ... the 22nd ... March we would like to inform you that your terms are suitable ... us.
8. Their help is ... great value ... us.
9. Could you come a new plan?
10. He spoke ... support ... our proposal.

IV. Form nouns from the following verbs.

- | | |
|------------|-------------|
| 1. cover | 6. persuade |
| 2. house | 7. promote |
| 3. impress | 8. support |
| 4. reply | 9. value |
| 5. demand | 10. return |

UNIT 11

Grammar: Passive Voice, Infinitive

Reading: Business Ethics

It has always been accepted that the **aim** of business is to make a profit. This point of view can be easily explained. Various products are being produced non-stop to satisfy the growing demand of the public. The more goods have been sold, the more **income** has been received. So if you want to increase a company profit all efforts must be taken to **boost** sales and maintain high production performance. This can be done by several methods: more manufacturing plants should be opened; a bigger number of workers can be employed, new technologies might be applied. However there is a cost to all these activities. In order to build a new plant and to install up-to-date equipment huge expenses are needed. Workers should be paid at least **average wages** in this industry. New technologies will pay off in the long run but at the initial stage a lot of investment and staff training are required. At the same time a lot of workers can be made **redundant** if a company introduces cost-saving and labour-saving technologies.

To avoid costs and to gain extra high profits some companies use illegal or unethical methods of business. Management employ illegal immigrants and pay them low wages. The workers may live in unhealthy **conditions** and **lack** medical service as they haven't been **insured**. Most multinational companies try to get cheaper labour force and **save** on **operating costs**, a few companies have even been involved in industrial espionage to gain a competitive advantage. Some businesses **encourage** corruption when they try to **bribe** government officials who are in charge of important construction or production projects.

Examples of unethical behaviour in relation to the staff of a company are constantly being discussed in mass media. Employees may be discriminated on the basis of race, age and gender. Women are often **confronted** with the so-called glass ceiling problem when they can't be promoted to senior positions only because men are considered better executives.

Development of international trade creates serious problems for many firms operating in countries where bribes are a common part of business activity. In the field of advertising false and **misleading** advertising is treated as illegal and unethical because it persuades consumers to buy unnecessary or dangerous goods. This is especially important in the case of health-related products and products for children.

Now companies are becoming **aware** of the fact that it is **vital** to have a code of ethics and to follow certain ethical standards if they want to keep their image as good citizens and ethical businesses. Today consumers' attention is focused not exclusively on the product characteristics. A growing number of customers prefer **environmentally** friendly **merchandise** that hasn't been tested on animals. More and more people are buying organically grown fruit and vegetables. So companies are being **forced** to use technologies and processes that should be **harmless** to the environment. Moreover, if a business positions itself as ethical this could be considered a clever marketing strategy. The corporate and brand image will be **strengthened** if the public trust and rely on the ethical standards for the staff and the executive board of a company. As a result, the aim of a **contemporary** business is to maintain its reputation as a fair business that is both socially responsible and customer oriented.

Exercises

Ex.1. Answer the following questions using the text.

1. What has always been the aim of business?
2. What should be done to increase company profits?
3. Why do companies have to make some of their workers redundant?
4. What are the advantages and disadvantages of new technologies?
5. Why is it unethical to employ people illegally?
6. What methods do multinational companies use to save on operating costs?
7. How is corruption encouraged by some unethical businesses?
8. What type of discrimination are women often confronted with?
9. What were several American companies prosecuted for?
10. What kind of advertising is treated as illegal and unethical and why?
11. Why is misleading advertising especially dangerous in the case of health-related products?
12. Why are a lot of companies starting to focus more on ethical issues?
13. What is the aim of a contemporary business that wants to stay competitive in the long run?

Ex.2. Read the following statements and say whether they are true or false.

1. The more goods are sold the more profit a company gets.
2. It is not very expensive to install new equipment and introduce new technologies.

3. Up-to-date technologies pay off in the short run.
4. Some companies employ illegal immigrants because they are better qualified.
5. If the workers are not insured they don't get medical service.
6. Government officials often try to bribe the executives of huge multinational corporations.
7. Sometimes employees are discriminated because they come from a different nation or are too old for the job.
8. The so-called "glass ceiling" type of discrimination means that bosses keep an eye on every employee all day long.
9. Illegal payoffs and bribes are different things.
10. False advertising persuades consumers to run to supermarkets and buy useless and expensive things.
11. It is more important for a company to increase profits than to be environmentally responsible.
12. Today people prefer to buy more fast food because it is good for your health and is organically grown.
13. If people trust ethical standards of a business it improves the brand image and increases sales.

Ex.3. Translate the following sentences from English into Russian.

1. He reads contemporary English writers in the original.
2. Our aim is to boost sales.
3. A lot of vital questions have already been discussed.
4. Energy-saving technology has been introduced at this plant lately.
5. Cultural awareness is vital in modern business.
6. I have never heard of bribery in this sphere.
7. This merchandise will bring our company a huge income.
8. Who forced you to bribe him?
9. We spend a lot of money on environmental protection.
10. How can we strengthen the position of our company?
11. At the meeting I was asked about our working conditions.
12. Smoking is harmful to your health.

Ex.4. Translate the following word combinations from Russian into English.

Насущная проблема, экономить на эксплуатационных расходах, заставить сократить сотрудника, недостаток информации, вводить покупателей в заблуждение, повысить доход компании, принести вред покупателям, экологически безопасные товары, повышать занятость населения, осознавать эффективность стимулирования сбыта, стремиться к высоким результатам, подкупить старшего менеджера.

Ex.5. Complete the following sentences using the necessary prepositions.

1. He insured his business ... a huge sum of money. 2. They aim ... a high income. 3. I can not understand what they save 4. Are you aware ... your problems? 5. There is a lack ... water in this district. 6. ... what condition will they sign the contract? 7. I am afraid it can be harmful ... you. 8. We think that this matter is ... vital importance. 9. I don't think he will be made ... redundant. 10. Most of his problems come from a lack ... confidence.

Ex.6. Insert the missing words. Use your active vocabulary.

1. We would like to ... our business for \$300 000. 2. He is afraid to be ... because of the crisis. 3. It is difficult to ... a large sum of money. 4. What is his annual ... ? 5. It is ... to your health to eat fast food. 6. He was ... by advertising and bought this expensive merchandise. 7. I am sorry, I was not ... of the fact. 8. When we find out all your ... we will make a decision about the future cooperation. 9. Because of ... of time he could not meet the deadline. 10. Our top management ... employers to increase their professional skills. 11. It was my own decision, I was not ... to change jobs. 12. We are sure this merchandise will ... our sales.

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|--------------------------|--|
| 1. to set aside | 8. to increase |
| 2. to stimulate | 9. of the present time |
| 3. essential, important | 10. payment received for goods or services |
| 4. a purpose | 11. absence of smth. |
| 5. to make smb. do smth. | 12. to lead into error of judgement |
| 6. having knowledge | 13. goods |
| 7. to grow stronger | |

Ex.8. Translate the following sentences from Russian into English.

1. **Вводящая в заблуждение** реклама может нанести **вред** покупателям. 2. К чему Вы **стремитесь**? 3. Мы продаем только **экологически безопасные товары**. 4. Мы **испытываем недостаток** в современных технологиях, которые **сокращают себестоимость и трудоемкость** производства. 5. Он сказал, что его скоро **сократят**. 6. Вы собираетесь **застраховать** свое жилье? 7. Мы не можем **экономить на охране окружающей среды**. 8. Его **заставили** изменить условия договора. 9. Я не могу поверить, что он берет **взятки**, у него очень высокий годовой **доход**. 10. Ваши **эксплуатационные расходы повысились**. Что случилось? 11. Мы знали, что он **сознает** преимущества новой **энергосберегающей** технологии. 12. Каковы **цели** Вашей деятельности?

Ex.9. Make the sentences passive starting from the underlined words.

1. We aim our advertising campaign at young customers.
2. They bribed this customs officer.
3. They should force him to accept their terms. (He)
4. My parents have always encouraged me in my projects. (I)
5. He insured his house for a large sum.
6. They have just made her redundant. (She)
7. We strengthened our friendship during his trip to the mountains.
8. You will save costs if you follow this strategy.
9. Car manufacturing can harm the environment.
10. They boosted sales by a clever promotional strategy.

Ex.10. Translate the sentences into English using the Infinitive.

1. Мы хотим увеличить объем продаж на 15 %.
2. Наши конкуренты попытались подкупить одного нашего сотрудника из отдела планирования.
3. Чтобы поощрить хороших работников, им можно дать премию.
4. Ваша цель — показать покупателю, что ваш товар имеет уникальные преимущества.
5. Купить новое оборудование и запустить рекламу на телевидении за один месяц — это очень дорого.
6. Крайне важно соблюдать этику бизнеса, если вы хотите иметь хорошую репутацию в деловых кругах мира.
7. Клиенты должны быть осведомлены о нашей экологической позиции.
8. Вам следует заставить этого сотрудника извиниться перед покупателем.
9. Они сократили пятьдесят сотрудников, чтобы сэкономить на издержках.
10. Мы заключили это соглашение, чтобы укрепить деловые и культурные связи между нашими странами.

Ex.11. Read the following dialogue.

Managing Director Terry Warner and Marketing Director Jack Travis are discussing the problem of staff redundancies at their small dairy factory.

Terry Warner — Right, Jack. I'm not going to mislead you. I'm sure you are aware of the situation at our plant. The volume of production has been decreased due to the lack of new equipment. The staff are

unable to operate it as they haven't been trained to do so. Our sales are dropping and that doesn't boost the enthusiasm of the Board. Serious cuts will be made very soon.

Jack Travis – Now hold on, Terry. Let's look at it from another point of view. The lack of equipment has been caused by your desire to save on training costs. You preferred to keep the outdated unproductive tools because it would be time-consuming to organize training for the staff. If the workers are taught how to operate contemporary equipment their average wages must be increased. As far as I can see that is not your aim.

Terry Warner – Well, I have a better idea. We can employ a few workers who are not American citizens. Then we won't have to arrange medical insurance for them or guarantee the same level of wages as our employees get. What do you think of that?

Jack Travis – That is out of the question, Terry! Are you going to make our workers redundant to take on illegal immigrants? That is against the law. Besides, this will not make the quality of our merchandise better because the new equipment won't be used by the low-income staff. No, there must be other legal ways to deal with this problem.

Terry Warner – We might go back to the old traditional recipe of Tapioka pudding that was produced at our factory in the 70-s. It can be positioned as an environmentally friendly dairy product useful for children and for people who want to keep fit.

This may help us to save on the production costs as the old tools will be used. Also we won't be forced to make anyone redundant – all our workers know the production process.

Jack Travis – Great! Besides, Tapioka pudding production process is completely harmless to the environment. And don't forget, the recipe is our know-how, so our competitive position will be strengthened and with a clever advertising campaign customers can be encouraged to buy more of our healthy traditional American food.

Terry Warner – That's good for you to talk, Jerry, but we might be confronted with various health inspectors and representatives of various food and drink departments. We may be forced to get all sorts of quality certificates and licenses.

Jack Travis – Come on, can't these officials be bribed? I heard that's the way business is done in many companies.

Terry Warner – Now it's my turn to say: "It's out of the question!" We have nothing to hide: our product will be manufactured according to the health standards and I will insist that it is vital to keep local people employed and to improve the conditions of small business in our state.

Jack Travis — That sounds like a real long-term strategy, Terry. Let's hope it works out.

Notes:

1. to confront — столкнуться

Answer the questions.

1. Why was the Managing Director worried?
2. What did he plan to do at first to cut costs?
3. What kind of equipment was the factory using?
4. Why did the Director keep outdated tools?
5. What kind of staff was he going to employ?
6. What was Jack's opinion on the problem of staff redundancies and cheap workforce?
7. When was the traditional pudding first produced by this factory?
8. How is it going to be positioned now?
9. What advantages can this decision bring to the company?
10. Did Terry agree to bribe some important officials? Why? Why not?
11. Who will benefit from the strategy to get back to the traditional American food? Give your reasons.

Ex. 12. Make up a dialogue on the following assignment:

A: You are the managing director of a small company. Recently your staff have become nervous and dissatisfied. The quality of work has dropped, the conflicts have become more frequent. Meet with the trade union representative to discuss this problem. Try to find ways to improve the working environment and to encourage people to work with you.

B: You represent the personnel of the company and must defend their rights and interests. Explain the reasons for the staff dissatisfaction: lack of information about the plans and new tasks to perform, lack of trust and attention to the proposals of the workers, low pay, unrealistic deadlines, dominating style of management, etc. Try to force the boss to pay attention to the people's problems and to change his relations with the staff. Offer ways to strengthen the team spirit and performance in your company.

Vocabulary

1. aim (n, C) намерение, цель

E.g. It is our aim to complete the work before the end of the month. — Наша цель — закончить работу к концу месяца.

Syn: intention, purpose

to aim at smth – стремиться к чему-л

E.g. He is aiming at success. – Он стремится к успеху.

2. aware of smth (adj) – осведомленный, сознающий что-л.

E.g. They were aware of the difficulties. – Они знали о трудностях.

awareness (n, U) – осведомлённость, компетентность

3. boost (v) – повышать, увеличивать

E.g. Extensive advertising boosts sales. – Обширная реклама увеличивает объем продаж.

4. bribe (n, C) – взятка, подкуп

bribery (n, U) – взяточничество

to bribe (v) – подкупать; давать взятку

E.g. It is illegal to give bribes. – Давать взятки противозаконно.

5. condition (n, C) условие; положение

on condition that – при условии, что

E.g. We will accept this proposal on condition that everybody agrees. – Мы примем это предложение при условии, что все будут согласны.

6. contemporary (adj) – современный

contemporary writers – современные писатели

7. encourage to do smth (v) поощрять, поддерживать

E.g. The staff are encouraged to attend training courses. – Руководство поощряет персонал посещать курсы повышения квалификации.

8. environment (n, U) окружение, окружающая обстановка; окружающая среда

environmental protection – охрана окружающей среды

environmentally friendly – экологически безопасный

9. force (v) – заставлять, вынуждать

to force smb to do smth – заставлять кого-л. делать что-л.

E.g. The financial problems forced her to sell her house. – Финансовые проблемы вынудили ее продать дом.

10. harm (n, U) вред; урон, ущерб

to do smb harm – приносить кому-л. вред

harmful (adj) – вредный

harmful to health – вредный для здоровья

harmless (adj) – безопасный, безвредный

11. income (n, C) – доход, заработок

an annual income – годовой заработок

E.g. Their company aims at boosting their income. – Компания стремится повысить доходы.

12. insure (v) – страховать, застраховывать

insurance (n, U) – страхование

life insurance for \$ 100 000 – страхование жизни на \$ 100 000

13. lack (v) – испытывать недостаток, нуждаться; не иметь что-л.

E.g. He often lacks money. – Он часто испытывает недостаток в деньгах.

lack of smth (n, U) – недостаток, нужда; отсутствие (чего-л.)

14. merchandise (n, U) – товары

high-quality merchandise – товары высшего качества

15. mislead (misled, misled) (v) – вводить в заблуждение

misleading (adj) – вводящий в заблуждение, обманчивый

misleading advertising – реклама, вводящая в заблуждение

16. operating costs – эксплуатационные расходы

17. redundant (adj) – уволенный по сокращению штатов

to make smb redundant – сократить кого-л.

E.g. He has been made redundant. – Его уволили по сокращению штатов.

redundancy (n, U) – сокращение штатов

18. save (v) – беречь, экономить

save on smth – экономить на чем-л.

cost-saving – сокращающий себестоимость

labour-saving – сокращающий трудоёмкость

energy-saving – энергосберегающий

19. strengthen (v) – усиливать(ся); укреплять(ся)

E.g. The position of the company has been strengthened lately. – За последнее время положение компании укрепилось.

strength (n, U) – сила; мощь, прочность

20. vital (adj) – (жизненно) важный, насущный; необходимый

a question of vital importance – вопрос первостепенной важности

UNIT 12

Grammar: Gerund, Participles

Reading: Negotiations

Negotiating is the process of **bargaining** with one or more parties for the purpose of arriving at a solution acceptable to all. Negotiations can be used as an **approach** to conflict management. They are also used in creating joint ventures with local firms. Negotiations **conducted** between countries are used in international trade.

There are several basic steps used in managing the negotiation process. This process typically begins with planning. Planning starts with **identifying objectives** and **exploring** the possible **options** for reaching these objectives. Research shows that the greater the number of options, the greater the chances for successful negotiations. The second phase of the negotiation process involves getting to know the people on the other side. In contrast to many other countries, Americans often give little attention to this phase; they want to get down to business immediately, which is often an ineffective approach. When American negotiators, often **frustrated** by endless formalities, ceremonies, and “small talk,” ask how long they must wait before beginning to “do business,” the answer is simple: successful negotiations have already begun. The next coming stage is exchanging information on crucial issues. At this point the participants are trying to find out what the other party wants to **achieve** and what it is willing to give up.

In international negotiating a number of specific tactics are used. First is where should negotiations take place? If the matter is very important, most businesses will choose a neutral site. For example, U.S. firms negotiating with companies from the Far East will meet in Hawaii. South American companies negotiating with European firms will meet half way, say in New York City. A number of benefits **derive** from using a neutral site. One is that each party has limited access to its home office for receiving a great deal of negotiating information and advice and thus gaining advantage on the other. A second is that the cost of staying at the site is often quite high, so both sides have an **incentive** to conclude their negotiations as quickly as possible.

Time limits are important negotiation tactics when one of the parties is under a time limit. For example, most Americans like to be at home with their families for Thanksgiving, Christmas and the New Year holiday. Negotiations held right before these dates put the Americans at a disadvantage because the other party knows when the Americans would like to leave.

Cultural differences are one of the most important factors affecting negotiations. Before beginning any negotiations, review the negotiating style of the parties. For example, Americans have a negotiation style different from that of many other countries. They often make early **concessions** showing the other party that they are flexible and reasonable. A comparative example will be the Arabs. In contrast to the logical approach of the Americans they tend to use an emotional appeal in their negotiation style **seeking** to build a long-term relationship with their bargaining partners. They treat deadlines as only general guidelines for **concluding** negotiations.

Knowing all the above-**mentioned** aspects of a negotiation process helps a lot in achieving the set goals.

Exercises

Ex.1. Answer the following questions using the text.

1. What is negotiating?
2. Where are negotiations used?
3. What are the basic steps of a negotiation process?
4. What does planning start with?
5. What frustrates American negotiators at the second phase of a negotiation process?
6. What is the aim of exchanging information on crucial issues?
7. What are the main negotiation tactics?
8. Why will most companies choose a neutral site for discussing matters of great significance?
9. Why are time limits important for the Americans?
10. What are the differences in the negotiating styles of the Americans and the Arabs?

Ex.2. Read the following statements and say whether they are true or false.

1. Negotiating is bargaining with one or more parties used in home and foreign trade.
2. The success of negotiations depends on the number of options for reaching its objectives.
3. American negotiators find getting to know the people on the other side an effective phase in negotiations.
4. At the phase of exchanging information on crucial issues negotiators identify the objectives and seek the ways of solving them.
5. A neutral site is seldom chosen by businesses for negotiating.
6. The choice of the time for conducting negotiations is strong negotiation tactics.

7. American negotiators often make early concessions to show that they want to build long-term relations.

Ex.3. Translate the following sentences from English into Russian.

1. I hate bargaining. 2. She forgot to mention where we should meet. 3. There was no satisfactory option. 4. He will never achieve anything. 5. Our managers are frustrated by the new government laws. 6. The employees had no incentive to work harder. 7. As it is a large order we can make concessions. 8. He is seeking my help in this matter. 9. They have already negotiated the terms of payment. 10. When you start planning you should identify the main objectives.

Ex.4. Translate the following word combinations from Russian into English.

Проводить конференцию; использовать разные методы; основная цель; вышеупомянутые варианты; искать новых партнеров; достичь успеха; особая уступка; заключить сделку; завершить обсуждение; изучить результаты; обсуждать контракт; определить цели; исследовать возможности; использовать стимул.

Ex.5. Complete the following sentences using the necessary prepositions.

1. This drug is derived ... an African plant. 2. You should choose the right approach ... the research. 3. Let's speak about the latest achievements ... science. 4. Making a bargain ... this customer will bring you a lot of profit. 5. Our boss was frustrated ... the results ... our experiments. 6. The company is seeking ... young graduates to work ... the sales department. 7. He has the option ... going ... London or Paris. 8. They prefer to bargain ... individual clients. 9. They have made a concession ... public opinion. 10. ... identifying a market they tried to break ... it.

Ex.6. Insert the missing words. Use your active vocabulary.

1. He was ... to find no support among his friends. 2. At first you will have to ... the aim of your research. 3. He had no ... to sell our goods. 4. She ... the book to me. 5. We have ... what we intended to do. 6. He ... his speech with a quotation. 7. The problem was ... closely. 8. The Sales Manager must take part in ... 9. When was the conference ... ? 10. This ... will give us an opportunity to cooperate with foreign partners.

Ex. 7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|------------------------|---------------------|
| 1. to refer briefly to | 7. a method |
| 2. to clinch a deal | 8. to look for |
| 3. to get by effort | 9. to carry on |
| 4. a choice | 10. to end formally |
| 5. to disappoint | 11. to examine |
| 6. to discuss | |

Ex. 8. Choose the right form of the verb (Gerund or Infinitive)

- The process of *bargain / bargaining* should be well prepared.
- It is vital *to identify / identifying* the target market for your product.
- We should *explore / exploring* all the possible incentives.
- I am interested in *concluding / conclude* this deal with Procter & Gamble LTD.
- Achieving / To achieve* your sales target you must work very hard.
- It is impossible for us *to offer / offering* you such a concession.
- This approach is used *in training / train* of the new staff of a large company.
- While *to conduct / conducting* the talks they put forward some attractive terms for us.
- She was frustrated by *spend / spending* all day in the office and doing secretarial jobs.
- Thank you *for mentioning / to mention* this important fact during the negotiations.

Ex. 9. Choose the right form.

- We are *interested / interesting in* the new target customers.
- This experience was *frustrated / frustrating* to me.
- The factors *affecting / affected* negotiations are numerous.
- We were *shocked / shocking* to hear that news.
- I find this work very *tiring/tiresome*.
- His explanations are *confused/confusing*.
- We are *used / using* this method for team building at the moment.
- There are fifteen people *managed / managing* by Peter Connors, Head of the Marketing Department.
- Sheila was *exciting/excited* about her new job.
- His exam results were *disappointing/disappointed*.

Ex. 10. Translate the following sentences from Russian into English.

1. После успешного **проведения переговоров** партнеры подписали контракт. 2. Какие **методы** должны использоваться для продвижения нашего нового товара? 3. Я не собираюсь **торговаться** с Вами по поводу цены. 4. Он **добился успеха в исследовании** проблемы. 5. Постарайтесь использовать разные **варианты** для достижения этой **цели**. 6. **Вышеупомянутая уступка** очень важна для **завершения** переговоров. 7. Мы **извлекли** большую пользу из нашей встречи. 8. Банкротство одного из партнеров **нарушило** наши планы. 9. Им нужно **найти** подходящий рынок как можно скорее. 10. Все важные вопросы уже были **обсуждены**.

Read the following dialogue.

A representative of *Cable and Wireless*, an American multinational company, Andrew Giles, is negotiating a training programme for the new employees of their French subsidiary. He is talking to the Training Manager, Leon Vernier.

Andrew Giles: Now, Leon, let me start by saying that we have explored different options and have concluded that it is vital to standardise training throughout the company worldwide. So we would like to conduct the training in-company.

Leon Vernier: Does that mean that American staff trainers will identify the objectives and run the training programmes here in France?

Andrew Giles: That's right. Perhaps I should mention the fact that our decision derives from a number of achievements we made while training our staff in Latin America and New Zealand.

Leon Vernier: That's probably all right for these countries but our main concern is that American trainers might not take into account the learning style and the culture in this part of the world. Also we won't be able to fund the training programme unless there is some input from French training experts. So if you consider a joint training programme we can agree to pay part of the training expenses for the French subsidiary staff.

Andrew Giles: Can you tell me why you feel like that? Could you explain it in more detail?

Leon Vernier: What I mean is the American management style is more individualistic, dynamic and dominating. Personal achievement is the main objective and promotion can be the major incentive. On the contrary, the French corporate culture is aimed at coordinated group work with strictly outlined responsibilities. This means that your training approaches may frustrate the French staff.

Andrew Giles: I see. I think, in principle we would have no objection to a joint programme if the details are worked out together. Besides, what financial terms can you offer?

Leon Vernier: If you accept the training programme we could cover up to 75 % of the training costs.

Andrew Giles: That seems quite reasonable. If your local experts handle the general planning we will work on problem solving and team-building seminars.

Leon Vernier: I'm afraid, we can't agree to that. Strategic management and general guidelines are your responsibility, aren't they? Thus we won't be able to work it out unless the basic strategy and corporate aims are explained clearly by the American head office. We prefer to be in charge of organising the workshops on creativity and group performance as well as developing brainstorming and meetings skills. Otherwise we find it impossible and impractical to pay the bigger part of training expenses.

Andrew Giles: OK, I guess we could go along with that. Have we covered everything? Is there anything else you'd like to add?

Leon Vernier: That seems to be all. I suppose we could discuss details at our next meeting.

Andrew Giles: Well, in that case, let's have a cup of coffee in a coffee house across the street.

Notes:

1. an objection – возражение
2. a workshop – мастерская
3. to go along – согласиться

Answer the questions.

1. What is the purpose of the negotiations between the American and French managers?
2. What kind of training programme does Andrew Giles offer?
3. What objections does Leon Vernier have to Andrew's proposal?
4. Where were *Cable and Wireless* successful organising their training programmes?
5. What is the difference between the American and French managing styles?
6. How much is the French side ready to pay for the training programme?
7. What kinds of trainings is each party going to conduct?
8. Have the parties reached a mutually beneficial agreement?

Ex.11. Make up a dialogue on the following assignment.

A.: You represent a multinational company with business links in Japan. Your company needs a luxury apartment in the centre of Kyoto.

Negotiate a deal with a representative of the real estate company. Your requirements: a 3-storey 10-bedroom apartment must be near a park or lake; it must be ready in two weeks; it must be decorated in a special style and you are prepared to pay extra charge; there must be a swimming pool and a private tennis court. If you can't get all of these you expect a generous concession.

B.: You are from an international property company. You are selling luxury apartments in Kyoto. Your offer derives from the following: the apartments in Japan are rather small as there isn't much spare land, it's unreal to get an apartment with a swimming pool and a tennis court; prices are very high and you can offer only a 15% discount; you can offer a good bargain in the suburb of Kyoto (a 30- minutes ride) which can be ready in 6 weeks with any design a customer requires.

Use the following phrases:

Offering

- We could offer you...
- May I draw your attention to ...
- I think we need to consider...
- Are you interested in...

Bargaining

- We can agree to that if...
- If you can... we can consider...

Refusing

- That's not acceptable unless...
- I'm afraid it is impossible/ we can't...
- I don't think it will be sensible for us to...

Accepting

- That seems acceptable.
- We agree.

Summarising

- I'd like to confirm our terms
- Let's run through the main points
- It's been a very productive meeting

Vocabulary

1. achieve (v) – достигать, добиваться

E.g. He achieved his aim. – Он достиг своей цели.

achievement (n, C) – достижение

2. approach (n, C) – подход, метод

E.g. You must find the right approach **to** the problem. – Вам надо найти правильный подход к проблеме.

3. bargain (v) – заключить сделку, торговаться

bargain (n, C) – сделка

It is a bargain! – Это удачная покупка!

to make a bargain **with** smb. – заключить сделку с кем-л.

4. concession (n, C) – уступка

E.g. As a special concession they gave us a 7% discount. – В качестве особой уступки они дали нам 7% скидку.

to make concessions on both sides – пойти на взаимные уступки

5. conclude (v) – завершать, заключать

to conclude negotiations – завершить переговоры

to conclude a bargain – заключить сделку

6. conduct (v) – проводить

to conduct negotiations – проводить переговоры

to conduct an investigation – проводить исследование

7. derive (v) – извлекать, получать

to derive benefit **from** smth. – извлекать пользу из чего-л.

8. explore (v) – исследовать, изучать

to explore a problem – изучить вопрос

9. frustrate (v) – расстраивать, нарушать

E.g. My plans have been frustrated. – Мои планы были нарушены.

to be frustrated **by** smb., smth. – быть расстроенным кем-л., чем-л.

10. identify (v) – определять, идентифицировать

to identify a market – найти подходящий рынок

11. incentive (n, C) – стимул

E.g. They are going to pay us a bonus as an incentive. – Они собираются выплатить нам премию в качестве стимула.

12. mention (v) – упоминать

the above-mentioned factor – вышеупомянутый фактор

13. negotiate (v) – вести переговоры, обсуждать

E.g. They are negotiating the contract terms now. – Сейчас они обсуждают условия контракта.

negotiations (n, C) – переговоры

E.g. The negotiations were successful. – Переговоры были успешными.

14. objective (n, C) – цель

E.g. What is the objective of your research? – Какова цель Вашего исследования?

15. option (n, C) – выбор, вариант

E.g. I have no option. – У меня нет выбора.

E.g. There are two options to solve this problem. – Есть два варианта решения этой проблемы.

16. seek (sought, sought) (v) – искать

E.g. The partners are seeking the best options. – Партнеры ищут лучшие варианты.

Consolidation Units 11-12

I. Complete the sentence using the right item

- The more goods are sold the more ... is received.
a) wage b) income c) expense d) operating costs
- ... advertising persuades the customers to buy dangerous goods.
a) Misleading b) Environmentally-friendly c) Encouraging
d) Harmless
- This company has recently been ... by the American corporation.
a) made redundant b) forced c) acquired d) prosecuted
- If you want to make a good ... be ready to offer a concession while negotiating.
a) expansion b) order c) profit d) bargain
- Promotion is always a strong ... for employees who want to get on in their jobs.
a) incentive b) instruction c) option d) salary
- First we need to ... the target segment of the marketplace.
a) derive b) conduct c) identify d) conclude
- What is the ... of your research?
a) option b) objective c) subjective d) exploration
- A few companies have been ... for illegal payoffs.
a) prosecuted b) treated c) made redundant d) frustrated
- It is ... for a company to have a code of ethics if it wants to have a good reputation with the public.
a) legal b) contemporary c) fashionable d) vital
- He was not ... that his partners had bribed the government official.
a) accustomed b) aware c) harmed d) forced

II. Open the brackets using the Gerund or Infinitive

- They came (to negotiate / negotiating) the purchase of a new office building.
- (Bargaining / to bargain) is an important stage of any negotiations.
- I am interested in (save / saving) on operational costs by all means.
- Our aim is (to encourage / encouraging) the consumers to buy our new merchandise.
- My boss's criticism discouraged me from (take / taking part) in the project.
- They insisted on (launch / launching) the advertising campaign in May.

7. We decided (to use /using) the neutral site for our negotiations.

8. She enjoys (to explore / exploring) all possible options during the bargaining stage.

9. Your behavior is aimed at (discourage / discouraging) your team from working together.

10. Let's try to cut costs without (to make / making) people redundant.

III. Rewrite the following sentences using the Passive Voice.

1. They prosecuted the Managing Director for giving bribes.

2. We use only environmentally friendly substances in our production process.

3. They have achieved the aims of their negotiations.

4. Somebody is going to acquire this oil company soon.

5. They have recently expanded their marketing operations.

6. I will increase your monthly bonus.

7. They will probably identify several options.

8. This failure at the negotiations frustrated me greatly.

9. We aim our advertising campaign at the young generation.

10. I have insured the consignment against all risks.

IV. Use Participle I or II in the following sentences

1. The results of the talks were frustrated /frustrating.

2. Everybody was encouraging / encouraged by the new incentive scheme.

3. The merchandise selling / sold by these firms is identical but the prices are different.

4. The negotiated / negotiating parties haven't reached any mutual agreement yet.

5. The success achieved / achieving over these years was due to the creativity OF our CEO.

6. The suppliers were interested /interesting in our quantity requirements.

7. The news of your coming promotion is really encouraging / encouraged.

8. Due to the disaster a lot of mountain villages were affecting / affected.

9. The goods importing / imported to this country now are mostly consumer and food products.

10. The options explored / exploring by our R&D department will be presented to the board next month.

UNIT 13

Grammar: Complex Object, Complex Subject, So/Such

Reading: Interpersonal Conflict and Effective Communication

Conflicts **occur** at all levels of interaction – at work, among friends, within families and between business partners. Conflict can make you so **upset** and hostile that it may bring the relationship to an end. If it is managed well, however, conflict can be productive – leading to deeper understanding and mutual respect. If you want the relationship to be healthy you should know how the conflicts are **resolved**.

People are known to **adopt** a number of different styles in facing conflict. First, it is so common to see a person avoid or **deny** the existence of conflict. In fact, during interaction between the participants it creates the potential for further tension. A second **response** style is observed when one person gets furious and wants the other person to take the **blame**. Such a case **occurs** when a person mistakenly **presumes** conflict to be the manifestation of anger. Such a position is believed to increase the disagreement between the two participants. Some people try to **resolve** conflict by using power and influence to win at the other's **expense**. They need the conflict to break out as it lets their competitive instinct come out, but the conflict is not really resolved as the “loser” will keep resentment. The following communication **techniques** are believed to be effective in reducing the conflict:

Empathy: Try to put yourself into the shoes of the other person. Empathy is an important listening **technique** which gives the other the feeling that he or she is heard. There are two forms of empathy. Thought Empathy gives the message that you understand what the other is trying to say. You can do this in conversation by paraphrasing the words of the other person. For example, “I understand you say that your trust in me has been broken.” Feeling Empathy is when you show you understand how the other person probably feels. You may say: “I guess you probably feel so angry with me right now.”

Exploration: Let the other party talk fully about what is on their minds. For example, “Are there any other thoughts that you want me to share with?”

Using “I” Statements: Take responsibility for your own thoughts. For example, “I feel pretty **upset** about such misunderstanding.” This statement is much more effective than saying, “You have made me feel so **upset!**”

Acceptance and respect: Find positive things to say about the other person, even if the other is angry with you. For example, “I really respect

you for having courage to make me address this issue. **I appreciate** your strength and your sense of responsibility.”

The so-called IDEA tactic is thought to be effective in conflict-free problem solving:

Identify the Problem. The goal at this stage is to say what you want and to listen to what the other person wants. Define the things that you both agree on, as well as the ideas that have **caused** the disagreement.

Develop Several Possible Solutions. This is the brainstorming phase. Generate a list of as many ideas as you can for solving the problem, no matter how **feasible** they might be.

Evaluate These Alternative Solutions and Decide on the Best. Consider the pros and cons of the solutions until the list is narrowed down to one or two of the best ones. These solutions may involve compromise.

Activate the Solution. It is important to agree on the details of what each party is expected to do, who is held responsible for **implementing** different parts of the agreement.

Conflict resolution is understood as continuous work in progress, so let the results of this work be mutually beneficial to both parties leaving no one frustrated.

Exercises

Ex.1. Answer the following questions using the text.

1. Where do conflicts occur?
2. Why is conflict dangerous?
3. What are the benefits of conflict?
4. What are the non-productive ways to handle conflicts?
5. Why is avoidance of conflict unproductive in solving a conflict situation?
6. How can empathy help a person to find a way out of a conflict situation?
7. Why should one let the other party express what is on their minds?
8. What is the purpose of developing several possible solutions to one problem?
9. What is the final stage of a problem-solving process that makes it conflict-free and acceptable to all?
10. Have you ever tried to apply any of these techniques to settle a conflict situation? If yes, what were the results?

Ex.2. Read the following statements and say whether they are true or false.

1. A conflict can't be productive.

2. It is necessary to be able to settle conflicts to keep good relations with people.

3. The most common reaction to the conflict is to avoid or deny it.

4. If you make other person take the blame you win in a conflict and settle the disagreement.

5. Some people need the conflict to let their competitive instinct out.

6. Empathy is letting the other person understand that you are angry with him.

7. If you find something positive to say to the person who is not satisfied with your actions it will help to resolve the conflict.

8. When you have identified the problem make the others accept your solution.

9. Each problem has only one possible solution from the start.

10. When you decide on the best solution, be ready for a compromise.

Ex.3. Translate the following sentences from English into Russian.

1. This plan is said to be feasible. 2. We don't want him to be upset by the news. 3. The government is known to have adopted a new law. 4. Your prompt reply will be appreciated. 5. What are your sales techniques? 6. They blamed her for the accident. 7. The agreement was signed but its terms were never implemented. 8. The department has overspent this year and we will have to cut down our expenses. 9. We hoped for a bigger response to our appeal. 10. There are different ways of resolving conflict. 11. She caused me a lot of trouble.

Ex.4. Translate the following word combinations from Russian into English.

В ответ на Ваше письмо от 2 апреля; расстроить чьи-либо планы; использовать новые методы продажи; быть причиной конфликта; реальный план; взять на себя вину; осуществить план; отрицать участие в конфликте; принять важную резолюцию; ценить взаимопонимание; за счет своего здоровья.

Ex.5. Complete the following sentences using the necessary prepositions.

1. They want me to cut ... my article. 2. Some people try to win ... the other's expense. 3. Their order was cancelled ... response ... the letter. 4. Who did he put the blame ... ? 5. She was upset ... her son's behaviour. 6. Nobody knew the cause ... their quarrel. 7. One can't blame him ... refusing. 8. She denied ... being there.

Ex.6. Insert the missing words. Use your active vocabulary.

1. The accident ... at about 3.30 p.m. 2. I'll ... any information you can give me. 3. Both firms ... any responsibility for the tragedy. 4. They are trying to put the ... on us. 5. The company promises to ... problems within 30 days. 6. They managed to determine the ... of the crash. 7. A powerful computer is worth the ... if you use it regularly. 8. It's quite ... that we'll get the money. 9. He ... a new economic plan. 10. We received 400 applications in ... to one job advertisement. 11. She feels ... that we didn't tell her the truth.

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|-----------------------|--------------------------|
| 1. an answer | 6. a reason |
| 2. to put into effect | 7. capable of being done |
| 3. to happen | 8. to suppose |
| 4. to accept | 9. to value highly |
| 5. a method | 10. to settle |

Ex. 8. Rewrite the following sentences using Complex Subject.

1. The partners will appreciate their plan (expect).
2. The new approach is used in management quite often (know)
3. The cause of their conflict was unfair promotion (suppose)
4. He has much experience in conflict resolution (say)
5. He is responsible for collecting information for this report (consider)
6. We have counted the expenses and they are very high (estimate)
7. The newspapers say Shell took the blame for the disaster in the Mexican Gulf (report)
8. Managers think empathy is a very efficient technique of conflict prevention (believe)
9. The new law adopted on Friday is very strict to careless drivers (say)
10. We think that the plan is feasible (presume)
11. He is developing a new advertising campaign now (think)

Ex. 9. Put the verbs into the right form.

1. They made him (take) the blame for this mistake.
2. She was made (rewrite) the report.
3. Let them (speak) at the conference.
4. I want this conflict (resolve) by these employees themselves.
5. We expected the strategy (implement) the following year.
6. I watched her (open) the secret files of our financial department.

7. The boss saw the junior managers (play) computer games and got furious.

8. Don't make me (shout) at you, start working at once.

9. We want you (tell) us what caused the breakdown of your machines.

10. They didn't want to make any problems (occur) to their customers because of the mistakes of the test department.

Ex.10. Complete the sentences using So or Such (Such a).

1. The plan was ... attractive that we decided to start work immediately.

2. Our new boss is strict person- he hates when someone is late for the meeting.

3. It is beautiful day, let's have tea on the verandah.

4. ... style of communication will never help you to win friends at work.

5. She looked ... frustrated that I came up to ask if I could help.

6. This project really means ... much to me that I would do anything to implement it!

7. ... weather always makes people feel depressed and bored.

8. I didn't expect this conflict to cause you ... much pain.

9. I wouldn't say ... things to your friend even if he was wrong.

10. He denied his fault ... actively that I really believed he was not to blame.

Ex.11. Translate the following sentences from Russian into English.

1. Говорят, что они полностью выполнили соглашение. 2. Мы ожидали, что они будут отрицать существование конфликта. 3. Известно, что ученые приняли новую теорию. 4. Мы высоко оценили их помощь. 5. Я полагаю, что вполне реально сократить расходы. 6. Мы не хотим, чтобы он взял на себя вину за то, что случилось. 7. Он решил применить абсолютно новые методы в исследовании этого рынка. 8. Я пишу в ответ на Ваше письмо от 23 марта. 9. Он был расстроен, так как не знал, что вызвало разногласия. 10. Известно, что большинство проблем решается при обсуждении.

Ex.12. Read the following dialogue:

Harry and Ben are working for Customer Service Department of a large trading company in Manchester. The CEO is reported to be improving the performance of the staff.

Harry: This is impossible! I just can't make myself do it!

Ben: What's the matter? You seem to be upset by something.

Harry: Upset?! Frustrated! I was at the meeting at the CEO's office and learned about the new performance appraisal system our bosses are going to adopt.

Ben: They are said to be planning to implement some new strategies to show how they appreciate our good work.

Harry: That's what they are expected to do. You should know that if any trouble with customer service occurs the blame is always put on us. The bosses always deny they have made a mistake!

Ben: They make us implement lots of unfeasible projects instead of letting us deal with customer complaints and encouraging our own initiative.

Harry: Precisely! By the way, have you seen the Training Manager bring a heap of questionnaires into the room? He wants us to fill them in to get the idea of our team spirit. That will let him arrange another stupid team building seminar to waste our time!

Ben: Yes, and after that he is going to present his innovative project and get a bonus for hard work made at our expense.

Harry: Why don't our bosses let us do our job in peace and quiet instead of persuading us to answer the stupid questions and attend time-consuming meetings? Our performance can be ten times higher if we are not put pressure on.

Ben: Look, Harry! What about dropping in at a nice pub after work? We really need to relax a little over a nice pint of ale.

Harry: Unfortunately, it won't resolve all the conflicts in our department. We are supposed to realize all the bosses' stupid projects even if we consider them to be unfeasible or pointless.

Ben: Rule 1: Bosses are assumed to be right; and if they are not, see point 1. Take it easy, old boy, we'll survive.

Notes:

1. appraisal – оценка
2. heap – масса, множество

Answer the questions based on the dialogue:

1. Why does Harry seem to be upset?
2. What is the purpose of introducing the performance appraisal system?
3. What is Ben's attitude to this innovation?
4. How do their bosses usually respond to the problems?
5. What does the management make the staff do?
6. Why has the Training Manager brought the questionnaires to the office?
7. When is the staff performance considered to be higher?

8. Do you agree with office rule 1 quoted by Ben? What are the employees supposed to do? What is the boss expected to make and let them do?

Make up a dialogue on the following assignment:

A.: You are a trainee at a large software company. Your trial period has come to an end, you suppose you have shown good results. You expect to be promoted. But the boss doesn't seem to notice you. You told the boss that you are undervalued. He/ she got angry. Speak to the company HR manager.

B.: You are the HR manager. Give the young employee recommendations how to handle this conflict but remind him/ her about the office promotion policy.

Vocabulary

1. **adopt (v)** – применять, принимать
to adopt new methods – применять новые методы
to adopt a new law – принять новый закон

2. **appreciate (v)** – ценить, понимать

E.g. I appreciate your kindness. – Я ценю Вашу доброту.

3. **blame (n, U)** – вина

to put the blame **on** smb for smth – возложить вину на кого-л.
за что-л.

to take the blame – взять вину на себя

to blame smb **for** doing smth – винить кого-л. за что-л.

4. **cause (v)** – быть причиной чего-л., вызывать что-л.

E.g. What caused the increase in oil prices? – Что вызвало увеличение цен на нефть?

cause (n, C) – причина

the cause of the conflict – причина конфликта

5. **deny smth/doing smth (v)** – отрицать что-л.

E.g. He denied that it was his blame. – Он отрицал, что это – его вина.

He denied using the confidential information. – Он отрицал, что использовал конфиденциальную информацию.

6. **expense (n, C)** – расход, трата, счет

at smb's expense – за чей-л. счет

to cut down expenses – сократить расходы

7. **feasible (adj)** – выполнимый, реальный

8. **implement (v)** – выполнять, осуществлять

to implement an agreement – выполнить соглашение

9. occur (v) – случаться, происходить

E.g. When did this occur? – Когда это произошло?

10. presume (v) – полагать, предполагать

E.g. I presume you have told me everything. – Полагаю, Вы мне все рассказали.

11. resolve (v) – решить, разрешить

E.g. The problem was resolved in the end. – В конце концов, проблема была решена.

12. response (n, C) – ответ, отклик

in response to smth – в ответ на что-л.

13. technique (n, C) – метод, способ

a sales technique – метод продажи

14. upset (adj) – расстроенный

to upset smb – расстраивать кого-л.

to be upset by smth, smb – быть расстроенным чем-л., кем-л.

UNIT 14

Grammar: Conditionals

Reading: Legal Aspects of Business

Legal aspects are a vital part of any business environment in any country. Every **enterprise** must **take it into account** while setting the basic aims and objectives of the business. The knowledge of legal aspects is necessary for efficient and healthy functioning of the organization. Businesses should know about the rights, responsibilities and challenges they may face. If they always found good lawyers and accountants whose opinions they could **trust**, if they knew everything about hiring and **firing** the employees and if they were properly insured they would get out of a lot of trouble. In other words, if they knew which pitfalls to avoid they would always be a business success and not a business **failure**. In reality businesses make legal mistakes all the time and some of them can be **disastrous**.

During the holiday in Tunis, Alan Smith, the owner of ABC Plastics, a small producer of plastic **items**, **realized** that there was a potential market for his plastic bowls and containers in hospitals of the country. At a party one night he was introduced to a senior member of the department of health who was to visit Britain the next month and **arrangements** were made for him to call at ABC Plastics. The visit was successful and a three-year contract was agreed on the spot at a fixed price. It was decided that goods would be shipped in containers to the nearest major port to the hospital site to wait for collection. The items were duly manufactured, inspected and packed into a container for shipment. Several weeks later the shipment arrived in Tunis and was unloaded to wait for collection. The trailer arrived four days later to pick up the container and take it to the hospital. During the four days on the dockside where temperatures inside the container had reached 60 to 70 degrees Centigrade the consignment sustained considerable damage. However, this was only found when the container was eventually **unloaded** and the full scale of **disaster** became **apparent**. Mr. Smith was left with a very large bill for production and transport which his insurers didn't want to meet. Moreover, his new customer made it quite clear that they wouldn't place any further orders with ABC Plastics.

If Mr. Smith had hired a trustworthy lawyer the lawyer would have specified the collection terms properly. If immediate clearance had been noted on the documentation the shipment hadn't been left unloaded on the dockside. If the shipment had been collected in due

time Mr. Smith wouldn't have had financial problems and wouldn't have lost a client.

Exercises

Ex.1. Answer the following questions using the text.

1. Why is the knowledge of legal aspects necessary for any business?
2. Which legal mistakes could businesses avoid to be a success?
3. What kind of business does Alan Smith have?
4. Which contact did Alan Smith make at a party in Tunis?
5. What kind of contract was made?
6. Which problem of collection arose when the shipment arrived in Tunis?
7. Why did the consignment sustain considerable damage?
8. What financial losses did Mr. Smith come across?
9. Which mistakes could have been avoided?

Ex.2. Read the following statements and say whether they are true or false.

1. Every enterprise must take into account the challenges it might face.
2. Businesses always find good lawyers and accountants.
3. Sometimes businesses make business mistakes and some of them are disastrous.
4. Alan Smith went to Tunis to look for a potential market for his plastic items.
5. A senior member of the Health Department accepted the invitation of Mr. Smith to visit Britain.
6. A three-year contract was signed in Britain.
7. The shipment was arranged properly.
8. There were problems with collection.
9. Mr. Smith lost his new client because of incorrect legal arrangements of his lawyer.

Ex.3. Translate the following sentences from English into Russian.

1. I could not have afforded to go to that resort if I had not received a bonus.
2. If you had been more attentive you would not have failed the written exam.
3. In your place I would not trust that person.
4. You would not have been in trouble if you had made arrangements in advance.
5. He would not have been fired if he had worked hard.
6. Why did you start a private enterprise?
7. Last year was disastrous

for our business, I would say it was a failure. 8. Have you taken into account all the risks connected with this strategy?

Ex.4. Translate the following word combinations from Russian into English.

Увольнять работников; договориться о встрече менеджеров среднего звена; принять во внимание факторы риска; доверять деловым партнерам; гибельная стратегия; очевидная неудача; договориться о том, чтобы разгрузить машину; осуществлять планы.

Ex.5. Complete the following sentences using the necessary prepositions.

1. I do not trust ... this manager. 2. She failed ... her business. 3. Who have you made arrangements ...? 4. What have you made arrangements ...? 5. I cannot afford ... this car. 6. I think you should arrange ... this meeting. 7. I tried to take ... account all the ideas.

Ex.6. Insert the missing words. Use your active vocabulary.

1. I cannot ... to buy this furniture, it is too expensive. 2. How many ... of the contract have you already discussed? 3. When the government declared default it caused the national 4. Why don't you take into ... her illness? You are too strict with her 5. I think it is better to work for a public ... instead of a private 6. The new employee ... the task because he was inexperienced. I am afraid he will be 7. We have made all the ... for the conference.

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|--------------------------|--------------------------------|
| 1. to dismiss | 8. evident |
| 2. to organize | 9. to come to an agreement |
| 3. to understand clearly | 10. a business venture |
| 4. to have confidence | 11. to become bankrupt |
| 5. terrible | 12. to take into consideration |
| 6. to implement | 13. an individual subject |
| 7. a catastrophe | |

Ex. 8. Open the brackets using Conditionals.

1. If you (can afford) to spend six months in Great Britain what you (do)?
2. We (not to make) an arrangement with him if we (know) that he was so inexperienced in this job.
3. If the truck (not to be overloaded) it (not to overturn).
4. I (to start) a private enterprise if I (to have) more entrepreneurial talent.

5. The whole plan (to be) a failure if the R&D manager (not to invite) this computer genius to help us out.
6. If I (to be) you I (to put) this item on the agenda at our next board meeting.
7. She (to fire) the secretary long ago if the girl (not to be) her boss's niece.
8. If Jack (to realize) the importance of this project he (to work) as efficiently as the rest of his team.
9. If they (to take into account) the forecasts of the ecologists this disaster never (to occur).
10. If his lie (not to be) so apparent I (can) try to trust him.

Ex. 9. Complete the sentences with your own ideas using Conditionals.

1. If I could afford to live anywhere in the world ...
2. My interview would have been a disaster if...
3. I would have cancelled this arrangement if...
4. If our boss took into account our opinions...
5. The fire wouldn't have started if...
6. If you trusted people more...
7. You would have failed your driving test if...
8. She would apparently accept this job offer if...
9. If they had made the arrangements for last Friday I...
10. If people realized how fragile our environment is ...

Ex.10. Translate the following sentences from Russian into English.

1. Если бы у вас были надежные поставщики, ваше **предприятие** не потерпело бы **неудачу**. 2. Они смогли бы **реализовать** свои планы, если бы **доверяли** своим партнерам. 3. Почему вы не **приняли во внимание** все **пункты** контракта? 4. Если бы его не **уволнили**, он бы смог **позволить себе** купить квартиру. 5. Они, **очевидно**, не смогли **договориться** с зарубежными партнерами об открытии дочерней компании. 6. На вашем месте, я бы не **загружал** эту программу. 7. Этот контракт был **гибельным** для компании, она не успела поставить оборудование вовремя, и **потерпела крах** в бизнесе. 8. Многие менеджеры среднего звена не могут **позволить себе** длительный отпуск, так как они **перегружены** на работе.

Ex.11. Read the dialogue and answer the questions given below.

Spafit Limited was contacted by a Portuguese-based building consortium interested in negotiating a five-year contract. It was to

supply shower units and other bathroom accessories for a number of holiday complexes. Although this was potentially a very large order, their sales director, Alex Born, failed to go to Portugal by himself because of the previous business arrangements. As their only sales representative was away on holiday at that time, he decided that his assistant, David Crooks, could make the trip. Now Alex is calling David who is in Portugal.

Alex: Hello, David. How are things going there?

David: Hello, Alex. I wouldn't say that this is an apparently easy matter. The Portuguese buyer was impressed by the quality of the samples I showed him. However, he was not so happy with the prices quoted. If you had authorized me to re-negotiate the quotation without your previous permission I would have clinched the deal yesterday evening.

Alex: Which discount do they ask for?

David: They insist on a five-percent reduction.

Alex: That sounds reasonable. We shouldn't forget that this contract is very important for us. It could give Spafit entry into a potentially profitable market. I am sorry for not briefing you properly beforehand. If we had taken into account all the Buyer's requirements the contract would have already been concluded.

David: Oh, hold on for a moment. There's a second call coming.

Three minutes later. That was Mr. Simmons, the Buyer, with disastrous news. We have lost the contract. He said that they had clinched the deal with our competitor. Their General Sales Manager arrived yesterday evening to conduct the negotiations and was able to make decisions on the spot. The buyer told me that the product quality and delivery time were alike. The decisive factor was a fast decision. If only you had been able to fit a trip to Portugal into your schedule, Alex!

Answer the questions based on the dialogue:

1. What was the Portuguese buyer impressed by?
2. Why didn't David clinch the deal yesterday evening?
3. What could have happened if Alex had authorized David to re-negotiate the quotation?
4. Which discount did the Buyer ask for?
5. Did the Seller find it reasonable?
6. Why is this contract very important for Spafit Limited?
7. What happened at the end of the dialogue?
8. Why was the news disastrous?

Make up a dialogue on the following assignment:

A: You are going to buy some land to build a family hotel. You have arranged to see a legal business consultant to clarify some details of the future project. Ask him/ her about the necessary documentation, regulations and restrictions.

B: You are a legal adviser of a consultancy dealing with small and medium-size business. Inform your client about the necessary steps to register the land rights, to get the permission to use the land for commercial purposes, to estimate the costs of construction and the potential profits. Tell him/her about a business person who didn't follow your advice and failed.

Vocabulary

1. afford smth/to do smth (v) – позволить себе что-л./сделать что-л.

E.g. She could not afford to travel abroad. – Она не могла позволить себе поехать за границу.

2. apparent (adj) – очевидный, явный

E.g. The solution to the problem is apparent. – Решение этой проблемы очевидно.

apparently (adv) – очевидно, явно

3. arrangement (n, C) – мероприятие, план

E.g. What are the arrangements for today? – Какие планы на сегодня?

to make arrangements **with** smb – договариваться с кем-л.

to make arrangements **for** smth – делать приготовления к чему-л.

E.g. Who will make arrangements with Mr Brown for the trade fair? – Кто договорится с господином Брауном по поводу торговой ярмарки?

arrange (v) – устроить, условиться, договориться

to arrange to do smth – договориться о том, чтобы сделать что-л.;

E.g. I am afraid I can not arrange this meeting. – Боюсь, я не могу организовать эту встречу.

4. disaster (n, C) – бедствие, несчастье

to cause a disaster – вызвать катастрофу.

E.g. What caused this national disaster? – Что вызвало эту национальную катастрофу?

disastrous (adj) – бедственный, гибельный, отвратительный

5. enterprise (n, C) – 1) промышленное предприятие

a private enterprise – частное предприятие

a public enterprise – государственное предприятие

2) (n, U) предпринимательство

4. failure (n, C) – неудача, провал

E.g. That enterprise was a failure. – Это предприятие потерпело провал.

fail smth (v) – потерпеть неудачу, провалить что-л.

E.g. She failed her driving test. – Она не сдала экзамен по вождению.

fail in smth (v) – потерпеть неудачу в чем-л.

5. fire (v) – увольнять

Syn: dismiss, sack

Ant: hire, employ

E.g. He is responsible for hiring and firing. – Он отвечает за наем на работу и увольнение.

6. item (n, C) – пункт, вопрос (на повестке заседания), предмет

an item of the contract – пункт контракта

7. load (v) – грузить, загружать

E.g. Load the new programme into your PC. – Загрузи в свой компьютер новую программу.

to unload – разгружать

E.g. They unloaded the ship. – Они разгрузили корабль.

to overload – перегружать

E.g. Students think they are overloaded. – Студенты думают, что они перегружены.

8. realize (v) – 1) осуществлять, реализовывать;

to realize a strategy – осуществлять стратегию

2) понимать, осознавать

to realize that we are wrong – понять, что мы неправы

9. take into account – принимать во внимание

E.g. Why haven't you taken into account his ideas? – Почему вы не приняли во внимание его идеи?

10. trust (v) – верить, доверять

E.g. I do not trust this bank. – Я не доверяю этому банку.

trust (n, U) – вера, доверие

E.g. Don't lose trust in your ideals. – Не теряйте веру в свои идеалы.

trustworthy (adj) – заслуживающий доверия; надёжный

a trustworthy person – надежный человек

Consolidation Units 13-14

I. Complete the sentence using the right item.

- He was ... for breaking the law.
a) employed b) fired c) appreciated
- She was ... by the failure at the exam.
a) pleased b) glad c) upset
- What was the ... of the conflict?
a) cause b) reason c) item
- The car is so ... it can hardly move.
a) failed b) loaded c) fulfilled
- The ... of the negotiations has made the situation worse.
a) success b) situation c) failure
- One of the factors that we should ... is the size of the market.
a) take into account b) presume c) arrange
- I have made all the ... for my journey.
a) responses b) arrangements c) items
- You can't ... a word he says.
a) realize b) afford c) trust
- Different ... are said to be effective in resolving conflicts.
a) techniques b) responses c) problems
- She finally ... her goal.
a) adopted b) resolved c) realized

II. Open the brackets using Conditionals.

- If he (work) better, he (not fire).
- The conflict (not occur) if both sides (make) compromises.
- I (be) upset if they (not come) tomorrow.
- If you (can afford) to hire a professional lawyer when you started your business, you (not have) financial problems.
- If this company (use) new sales techniques, the volume of sales (be) higher.
- If you (make) all the arrangements in advance, you business trip (be) a failure.
- If they (take into account) his ideas every time he expresses them, they (resolve) this problem more quickly.
- If this company (use) more expensive advertising, it (cause) the increase in prices.

III. Put the verbs into the right form.

- We expected him (take) the blame.
- We watched the ship (load).

3. She would like the Sales Manager (make) arrangements for the fair.
4. He was made (adopt) a new method.
5. The manager let the employee (realize) his plan.
6. They made him (cut down) the expenses.
7. We want the conflict (resolve) as soon as possible.
8. I saw her (fail) the exam.

IV. Rewrite the following sentences using Complex Subject.

1. We appreciated their help. (to say)
2. This task is feasible. (to think)
3. Now they are making arrangements for the trip. (to believe)
4. Two people were fired last month. (to know)
5. The expenses are rather high. (to estimate)
6. They have already implemented the agreement. (to suppose)
7. The private enterprise was a failure. (to say)
8. Conflicts occur at all levels of interaction. (to know)

RESOURCE FILE

Activate your Grammar

UNIT 1

Grammar: Present Simple; Much/Many/A lot of;
Little/Few/Some/Any/No

Reading: Jobs

Ex.1. Make up the list of the jobs you know arranging them in the following table.

-er	-or	-ist

Which of the jobs wouldn't you like to do? Why not?

Ex.2. Guess the jobs.

1. This person catches thieves.
2. This person teaches you English.
3. This person is the boss on a ship.
- 4 This person works with machines or engines.
5. This person checks your teeth.
6. This person writes books.
7. This person sells meat.
8. This person repairs cars.
9. This person plays a musical instrument.
10. This person looks after patients in hospital.
11. This person treats patients.
12. This person sings songs.
13. This person designs houses.
14. This person studies science.
15. This person paints pictures (or walls).
16. This person works on board a ship.

Ex.3. What's my job?

Think of some job you don't really do.

Your partner asks you 10 yes/no-questions to find out what your job is.

For example:

Do you work with your hands?

Do you wear a uniform?

Do you work at weekends?

UNIT 2

Grammar: Present Simple vs Present Continuous; It takes...;
Possessive Case

Reading: A working day of a Sales Manager

Ex.1. Ask and answer questions about these people and their daily routine. Use the listed word combinations in your answers.

Judith	Peter and Paul
1. secretary	1. students
2. 18	2. 19
3. the office/5 days a week	3. university/5 days a week
4. 7.30	4. 8.00
5. nothing	5. cornflakes
6. orange juice	6. milk
7. parents	7. mother
8. the office/8.15	8. university/8.15
9. in the canteen	9. at university
10. home/5.30	10. home/4.00
11. evening classes	11. television
12. 11.00	12. 9.00

Ex.2. Work with your partner.

1. Ask about your partner's daily routine using the following words
get up, have breakfast, go to university, have lunch, go out.

The question starts with: When...? Where...? What...? How...?

2. Tell the group about your partner's daily routine. Use the following expressions:

Always, never, usually, as a rule, sometimes, from time to time, often.

Ex.3. A telephone conversation.

Call your partner and find out what all members of his/her family are doing now. (Don't forget to ask about the pet!)

Find out if they always do these activities at that time.

Example

- What is your uncle doing now?
- Does he always do it at this time?
- How often does he do it?

Ex.4. Answer the questions.

1. How long does it take you to
 - a) get to the university
 - b) do your homework
 - c) translate an English text
 - d) prepare for a test
 - e) cook dinner for five people?

UNIT 3**Grammar:** Past Simple**Reading:** The History of the Ford Motor Company**Ex.1. Guess who the person is.****Student A:**

Prepare a story about a famous person of the past everyone knows but do not give his/her name and tell it to the group.

The group:

Guess who the person is. If you fail, ask yes/no-questions.

UNIT 4**Grammar:** Present Perfect, Past Simple**Reading:** Travelling on Business.**Ex.1. Find out what the person has already done in his/her life**

Have you ever ... ? When did you...?

Ex.2. Tell the group

- what you haven't done today
- you did yesterday
- you didn't do yesterday
- you have done recently

UNIT 6**Grammar:** Modal Verbs**Reading:** The Work of a Sales Manager**Ex.1. Answer the questions:**

1. What can you do?
2. What could/couldn't you do when you were four years old?
3. What should/shouldn't you do to be a successful student?
4. What can/can't you do at university?
5. What must you do at university?
6. What mustn't you do in the library? on the bus? in class? in the canteen? during a test? during exams?

UNIT 7**Grammar:** Comparisons, Past Perfect, Equivalents of Modal Verbs**Reading:** Hospitality Industry**Ex.1. Compare the following items using comparatives and superlatives:**

E.g. Volga, Don, Nile (length)

The Volga is longer than the Don, but the Nile is the longest.

1. Finland, China, Russia (size, population).
2. Plane, car, bicycle (speed, comfort).
3. Ford, BMW, Kia (price).
4. cat, dog, snake (as a pet to keep).
5. the Volga, the Neva, the Thames (length).

Ex.2. Job prestige.

Here is the list of 14 occupations.

dentist	university professor
taxi driver	actor
secretary	nurse
schoolteacher	shop-assistant
policeman	librarian
lawyer	engineer
journalist	farmer

1) Arrange them in the order in which these jobs are paid for in our society.

2) Make a list in which you show how important *you* think each job should be.

Work with your neighbour. Try to reach agreement in both rankings. Where you can not agree, mark the difference of opinion on your list.

Present the results to the group.

UNIT 8

Grammar: Future Forms

Reading: Starting your own business

Ex.1. Make some predictions about your friend's future. Add some conditions to your predictions (...if...). Try to sound optimistic. Use the expressions listed below:

E.g. – pass the English exam

You will pass the English exam if you study hard.

- graduate from the university
- find a job
- get married
- have children
- earn money
- take up extreme sport
- become famous
- divorce
- travel the world
- buy a house

... **Anything else you can think of.**

Ex.2. Talk about your plans for the future. Use *I will, I am going to, I am doing*. Talk about:

E.g. after this lesson

I am going to have lunch after this lesson.

1. tonight
2. next week
3. next summer
4. when you graduate
5. when you are 66.

Ex.3. Give full answers to the questions.

1. What will happen
 - if people can get a driving licence at 14?
 - if girls have to do military service?
 - if children over 10 can vote?
2. What will you do
 - if it rains tomorrow?
 - if you break an expensive vase at a friend's house?
 - if you can not sleep at night?
 - if you get a bad mark at your exam?

UNIT 9

Grammar: Reported Speech, Past Perfect

Reading: Participating in International Exhibitions

Ex.1. Fortune-telling.

Work in groups.

Student A is the fortune-teller. Tell the fortunes of the other students.

Tell them about:

1. the kind of people they are
2. their past life
3. their future.

Student B: when you have visited the fortune-teller, tell the others what she/he told you using reported speech.

Ex.2. Look at the sentences and think what had happened previously.

E.g. When I opened the door I could hardly believe my eyes.

- My friends had removed the furniture.
- The carpet had disappeared.

1. When I saw my cousin I could hardly recognize him.
2. I returned home after a long holiday abroad and found out that my parents had changed everything in my room.
3. When I entered my office yesterday I was really surprised.
4. I was almost ready to start my presentation.
5. When I returned home yesterday I was really exhausted.
6. We tried not to panic, but nothing was ready for the party.

UNIT 13

Grammar: Complex Object, Complex Subject, So/Such

Reading: Interpersonal Conflict and Effective Communication

Ex.1. Looking for a job

Procedure: The class is divided into groups of three to five members. The handout is distributed to the groups and the task explained.

WANTED

Experienced social worker; preferably full-time to work in Fairview Estate. Needs car. Some evening and weekend work. Council flat available.

Fairview Council Estate.

Many high-rise flats, large number of one-parent families, no youth club, widespread vandalism; large proportion of old-age pensioners; one pub; secondary school; two primary schools.

APPLICANTS:

1. Freda Hastings, 35

Divorced with 2 children aged 8 and 6; trained as a social worker 10 years ago; no employment in the last eight years; no car; would like half-time job; cannot work evenings or weekends; bad health; cheerful personality; likes children; needs a bigger flat.

2. Harold Winter, 23

Single; just finished training as a social worker; some experience in running a youth club; has a motorbike; not many friends; spends more than he earns; insecure personality; likes working evenings.

3. Sue and Mike Darrel, 28 and 32

Married, three children aged 6, 4 and 1; both trained social workers; went to work in Africa for six years after training; would like to share the job because of the children; no car; would like a house; very interested in political work; no experience in working with old people; do not want to work weekends.

4. Robert Ludlow, 49

Married; no children; has a car; worked as lorry driver, barman and night watchman before training as a social worker 10 years ago; has had five jobs in the last four years; suffered from alcoholism, not cured after therapy; marriage problems; a bit short-tempered; wants to make a new start; gets in well with older people; very strict with children and youngsters.

Each group imagines that they are members of the local council who have to select somebody for the vacant post of social worker from the four applications they have received.

As a first step the groups decide on their criteria for selection based on the advertisement and the background information on the handout as well as their own judgment.

They then discuss the four applicants and rank them according to their suitability. Then each group selects a speaker who has to explain and

defend the choice of his group using the specified grammar. All the group speakers meet in the middle to discuss the applicants.

If one of the other members of the group feels that he/she has some better way of arguing the group's position he/she may replace the speaker of the group.

Unless a consensus has been reached among the speakers after a given time (15 minutes) a vote is taken by all the participants.

UNIT 14

Grammar: Conditionals

Reading: Legal Aspects of Business

Ex.1. Aims in life

Procedure: Each student chooses the area of his/her aims, i.e. family, job, travel and makes notes on what he/she would like to achieve within this area. When everybody is ready small groups are formed. The students discuss and defend their aims in the groups.

Ex.2. Desert island

Procedure: The teacher sets the task:

“You are on a desert island in the Pacific. All you have is the swim-suit and the sandals you are wearing. There is food and water on the island but nothing else. Here is the list of things you may find useful. Choose the eight most useful items and rank them in order of usefulness.

- A box of matches
 - A magnifying glass
 - An axe
 - A bottle of whisky
 - A mirror
 - An atlas
 - A nylon tent
 - A camera and five rolls of film
 - A transistor radio with batteries
 - Some metal knitting needles
 - Ointment for cuts and burns
 - 20 meters of nylon rope
 - A blanket
 - A watch
 - A towel
 - A pencil and paper
 - A bottle
- Work with a partner. You have 8 minutes.”

Students present their solutions and defend their choices against the others' arguments.

TEXT BANK

Unit 1.

Read and translate the text. Get ready to summarise it.

Boris Baker is an engineer in electronics. He works for the Browns' company. They design and manufacture electronic equipment. Boris is responsible for its technical supervision. He is always very busy. He's got a lot of work to do every day. To put it another way he's head over ears in work. He comes to work in the morning and stays there practically all day long. He is satisfied with his job but he dislikes the fact that he works long hours. Very often he stays at work till nine o'clock in the evening. Another bad thing is that his holiday is only 25 days a year. But he enjoys the work he does and the salary he gets.

Alex O'Hara is his friend and colleague. He is in sales. He is Export Sales Manager. At the office Alex writes business letters, looks through the mail, reads cables, talks business on the telephone. He also receives visitors, mostly clients. Sometimes Alex meets foreign businessmen and discusses with them prices for different goods, terms of payment, shipment and delivery. He also takes part in organizing trade fairs and exhibitions. Alex O'Hara finishes his work at 6 o'clock p.m. and goes home. He is always tired after work but he likes it and does it with pleasure.

Unit 2.

Read and translate the text. Get ready to summarise it.

Mr. Brown is a sales manager in a manufacturing business. The company «Farmco» produces high quality farming equipment. It meets up-to-date international standards and now the company is increasing the export of its goods to African countries.

«Farmco» consists of three departments: production department – its manager is in charge of production and service, finance department – its manager is responsible for finance and accounting and marketing and sales department. As a Sales manager Mr. Brown is in charge of selling and advertising.

Mr. Brown works hard and has a lot of things to do during his working day. He looks through the mail; plans and watches every step in the supply of his customers with the goods; employs salesmen, wholesalers and retailers to sell the goods. He sees that the system of distribution works efficiently and economically. Also during the day there are business matters which need his immediate attention. It takes Mr. Brown from two to three hours daily to discuss the questions of prices and discounts with his travelling salesmen. The company covers several countries. Mr. Brown chooses the method of distribution, the frequency of visits to customers, the method of travel by salesmen and solves many other issues.

Each department works to a common end, but sometimes there are arguments about the distribution of responsibilities. Mr. Brown and two other managers regularly hold meetings to discuss the questions of

general importance. Now Mr. Brown and two other managers are having a meeting with the chief executive. The chief executive is explaining to the two other managers that the sales manager has authority to decide any question about the selling campaign, even some issues of manufacturing and financial sections. Clearly, the task of selling is very important for any organization and the responsibilities of a sales manager are heavy.

Unit 3

Further come several passages each of which is a story of a founder of a brand. Try to guess who the famous person is.

1. He became a millionaire at an early age. He launched one grocery shop after another in Scotland and always put the money from each successful venture into the development of his business. When he reached 40 he had enough money to buy several tea plantations in Ceylon. Soon he entered the market of the USA and attracted American and English customers with his convenient half-pound and quarter-pound boxes.

2. He came to New York from Bavaria in 1847 at the age of seventeen. In 1850 he travelled to San Francisco where he opened a retail business. He sold canvas for tents and wagon covers, but soon found that there was a huge demand from the miners for a sturdy pair of pants. He made a few pairs out of canvas and later switched to a tough cotton fabric called Serge de Nimes, later just denims. As an experiment he dyed a few pairs indigo blue and borrowed the idea of a tailor in Nevada to add copper rivets. At a price of 3\$ a pair the pants with rivets rapidly became the uniform not only of miners but of cowboys, workers, farmers and oil drillers.

3. The start of his career was modest. He made caramels in the back room of a house in Lancaster and sold them from a pushcart. His father directed him: "If you want to make money, you have to do things in a big way." In 1884 he met an Englishman, named Deices, who was enthusiastic about his homemade caramels and offered to introduce them in England. He took a loan of 700\$ and started to manufacture caramels for England. In 1894 he sold caramels to all parts of the world. Soon he bought chocolate-making machinery, hired two expert chocolate makers and began to produce chocolate. The future, his future, lay in chocolate.

Vocabulary notes

canvas – холст

pushcart – телега

rivet – заклёпка

sturdy – прочный

Unit 4

Read and translate the text. Get ready to summarise it.

Williams and Sons is a medium-sized British company which manufactures door hinges for the motor industry. The home market share of Williams and Sons is static but overseas trade has always been an attractive option. The company has a showroom and also has always promoted its

products at trade fairs, exhibitions and seminars in the UK. They have had some contacts with overseas buyers and other foreign visitors.

Step by step they have decided through reading, talking and listening to other people that there are export possibilities for the company's product. Several years ago the company decided to study the possibility of selling their product to the US market. First they closely examined several things: their product, human resources, and the prospects of gaining profit.

Then they did more detailed research. The owner of the company attended an international trade exhibition in the US. There he found out the offers of the competitors and met some potential customers. Finally, market research showed that sales opportunities were excellent. The Board of the directors was pleased with the results and decided to get down to business immediately. They made contacts by letter and telephone with possible agents when a crucial problem stopped the work. Their safety and quality tests, quite good for UK and European regulations, were not acceptable in the USA.

Their task was to rewrite test specifications, upgrade their test equipment and retrain personnel.

After long and detailed consultations the Board made the decision to go ahead with the project. Their bank managed to provide additional finance.

The results over the last five years have proven that the Board's decision was correct. Orders from the USA have increased and the company is now considering the possibility of setting up its own manufacturing plant there. The company is also looking forward to other overseas markets.

Unit 5

Read and translate the text. Get ready to summarise it.

Donald L. Ford has more than 30 years of experience as a CEO, small-business owner, manager and consultant. He and his wife, Susie, started and have successfully been operating retail gift stores. One of the questions they dealt with at the beginning of their business career was to be or not to be in e-commerce.

The last years of the previous millennium saw the meteoric rise of a new phenomenon in retailing – online purchasing. Stocks of Internet start-ups rose but soon investors began to retreat and the year 2000 saw the bankruptcy of many internet companies. Still, there was a growth in the amount of trade through the internet because of its main advantages – speed and convenience of internet shopping. Most major retail chains now have web sites from which one can purchase all or a selection of their goods. Most of the web commerce sites deal in mass-produced goods which consumers may find in Wal-Marts and other main department and discount stores.

Donald and Susie considered e-commerce several times and decided against it. The main reason they went into retail in the first place was the people factor – getting to meet new people, interact with them, get feedback from them and form new personal relationships. There were always many people who wanted to see and feel the items before they bought them.

Lately they have been investigating the pluses and minuses of managing both “real” and “virtual” stores. First because their business has been suffering from competition on the internet. Second, consumers have been asking them if they have a web page. Finally, they don’t want to ignore the possibilities of internet marketing any longer. One of them is the provision of outstanding service and the marketing of a unique and one-of-a-kind product. For example, eBay, which serves as “flea markets” on the web. From your computer, you can browse through an unlimited number of unique items, such as antiques and collectibles, look at color photos, and then haggle on the purchase price. Such sites have been attracting a lot of attention.

Of course, even if your site is attractive you benefit from it only if it is accessible to a large number of potential buyers. It is also necessary to make the right decision about the way to start selling online. That is why Donald and Susie are not in a hurry. They have been looking into their options and investigating similar businesses to get some ideas.

Unit 6

Read and translate the text. Get ready to summarise it.

The Sales Manager

At one time the word “manager” was just a mere title. “Sales manager” was a salesman whose sufficient knowledge and experience of salesmanship gave him seniority over his fellows.

In these days, however, management is both a science and profession. The sales manager still needs the knowledge and experience of salesmanship, although some very successful sales managers have never been “on the road”; but they should also have the knowledge and experience of management. Doing something oneself and supervising the operations of others are two very different things. It does not mean that if a man can do certain work he can successfully monitor the progress of other sales force.

It is, of course, obvious that the product, the channel of distribution, the market and customer base demand the performance of various functions from the manager. Even if they have no great selling ability or experience, they must have a “selling sense,” and creative organizing abilities, and they must have managerial abilities. These are the three fundamental qualities, and it is almost equally important that they should be in well-balanced proportions.

The sales manager must be able to make decisions, and have the courage to put them into action. This may be quite challenging.

He must have the personality of a leader, because he has to inspire his sales force. When a sales manager leads his staff with enthusiasm and goodwill, these qualities benefit the whole organization. Every employee tries to take an important part in the success of work.

A manager is to set a good example. If the manager is unpunctual, the staff is unpunctual; if the manager is lazy and careless, the staff is lazy and careless; if the manager is dishonest, the staff is dishonest as well.

Leadership must be consistent and systematic, and this means that the sales manager must be in close touch with his staff, and accessible to them at all times. The manager who shuts himself up in his room, and avoids his assistants may find things in a very bad shape when he leaves his room for a tour of inspection.

It is also necessary to remember that high education and high achievement in practical affairs don't necessarily go together. A story tells of two schoolboy friends, one brilliant at maths, one completely hopeless, who meet much later when the first is a professor and the second a multi-millionaire. Unable to control his curiosity, the professor asks the figure-blind friend how he managed to find his fortune. 'It's simple,' was the answer. 'I buy things at £1 and sell them for £2, and from that difference I make a living.' The business world is full of successful people who live by knowing the difference between a buying price and a selling price. It is also full of clever fools who establish ambitious financial targets but can't achieve them. A Harvard Business School graduate has no reason at all to suppose that he can manage more effectively than a less instructed person.

Unit 7

Read and translate the text. Get ready to summarise it.

Michael, Patrick Casey's elder son, spent a week in Hollywood as a bonus for his good work at Christmas. He stayed at the Peninsula Beverly hotel and was impressed by top quality accommodation service, 24-hour room service and a wide range of facilities. He had travelled before but that was the first time he liked everything: food, service, accommodation.

Michael managed to talk to Ali Mamedov, general manager of Hills the Peninsula Beverly hotel at a welcoming Friday party. Although the Cosy Corner is less expensive, and its guests are not as wealthy and demanding as the guests of the Peninsula there is always room for innovation. This simple (but revolutionary) innovation was an unconventional style that had made the Peninsula Beverly Hills one of the best hotels in southern California. Michael talked with Mamedov about how he kept guests coming back. Mamedov told him that too many people had copied too many other people's best practices. That was a sure route to mediocrity. They had decided to be different.

Many people take flights from Asia, Australia, and New Zealand. They fly all night. They get to Los Angeles at 9 or 10 in the morning. At that point, there is nothing worse than telling them that their room isn't ready. At Mamedov's hotel, they offer a 24-hour-a-day check-in. The moment you arrive – whatever time of day – Mamedov and his colleagues have a room available. The funniest thing is that it was simple to do. And it hadn't cost a penny but required only some small changes. Some of their maids had to come earlier in the morning. That was uncomfortable for a few of them. But for others, it was great, because they could leave earlier. They also work differently. The vacuums that they had used before sounded like 747 engines. That was okay at 10 in the morning, but not at 6. Now they use handhelds.

Michael asked Mamedov about his idea of a good service. The answer was the following.” Good service is memorable service. You have five senses. Good service is the sixth. You can’t describe it, but you know it when you experience it. Good service is also a culture. You can’t teach it. All you can do is to provide fertile ground so that good service can grow there.”

Michael was so excited with his experience at the Peninsula that back home he started to think of getting a diploma in hospitality business. He chose Canadian College of Tourism & Hospitality Management in Vancouver which is known in the travel and tourism industry as the leader in quality training. This decision is a good example for his younger brother Jack and a source of pride and hope for his father. Patrick is sure that some day his sons will launch a chain of comfortable and client-responsive motels.

Vocabulary notes

mediocrity – посредственность, заурядность

fertile – плодородный, изобильный

Unit 8.

Read and translate the text. Get ready to summarise it.

Your own successful business can be many things. It can be your security, your pride and joy. The money that comes from a successful business is great. But more than anything else owning your own business is about freedom. Being free is priceless. If you do it right you will be free to start any sort of business. You will be free to start it where you want and free to work the hours you choose. It might help to know that different businesses will have slightly different paths. The significant steps are the same in any business.

Step 1: Personal evaluation

You will have to answer a number of questions about yourself. What skills do you have? Do you intend to provide a service or a product? Will it be a full-time or a part-time venture? Will you have employees? The answer to these and other types of questions will help you to choose a business.

Step 2: Analyze the Industry

After you decide on a business you will need to evaluate your idea. Who will buy your product or service? Who will be your competitors?

Step 3: Draft a Business Plan

A business plan is a necessity. It will help you figure out how much money you will need to get started, what tasks you will need to do.

Step 4: Make It Legal

There are several ways to form your business. It can be a sole proprietorship, a partnership, or a corporation. Although a corporation can be expensive, it is usually worth the money. A corporation is legally responsible for the business. If something goes wrong you won't have unlimited liability.

Step 5: Get Financed

Most small businesses begin with private financing from credit cards, personal loans, help from the family, savings, etc.

Step 6: Set Up A Shop

At this stage you will find a location, hire staff, set your prices and give a grand opening party.

Step 7: Trial and Error

It will take some time to figure out what works and what doesn't, what the downsides to your business are. Still, follow your business plan, meet your deadlines, and be open and creative. Advertise! Don't be afraid to make a mistake in achieving your purpose. And above all, have one of the great joys in life- running your own business.

Unit 9.**Read and translate the text. Get ready to summarise it.**

It is well-known that a small business does not have large resources of money and people to carry out detailed market research. In this situation international trade fairs and exhibitions are a good option of inexpensive market research. Here you can find out what your competitors are coming up with and how they go about selling to foreign markets. It is also a good idea to begin exporting by taking a stand at such exhibitions.

James Peterson is involved in selling fashion goods. In his business it is vital to study the particular needs of each marketplace and to suit the product to local requirements. A year ago Mr. Peterson decided to export to Russia. A friend of his, Ben, told him that when he had started international business he had got a lot of assistance from the British Overseas Trade Board and Chambers of Commerce. Ben said that the Chamber had provided the Letter of introduction for him, had supplied him with the necessary current commercial information, had translated his promotional written material into the foreign language and, in the long run, had been his first consultant. Ben also advised James to visit the UK office of the Russian Chamber of Commerce.

After a number of visits and meetings Mr. Peterson decided to take part in an international fair in the Expocenter, an exhibition hall located in Moscow in Krasnaya Presnya Street. He found out that Expocenter had held such events as "Prodexpo", "Stroiindustria", "Consumexpo", "Auto Show" and a lot of other largest fairs and exhibitions which had housed a great number of exhibits from all over the world. He also knew that Expocenter had organized exhibitions abroad, for example industrial fairs in Hannover, Budapest and Belgrade; the chemical fair in Bratislava, the fair "Man, Nature and Technology" in Hannover as well as fairs in Latin America and Africa.

Mr. Peterson was very pleased with the results of his trip and impressed by the exhibition. He understood that such visits were part of every exporter's market research role which enabled not only to keep up to date with the requirements of customers but also to study the activities of competitors. He noted some social, cultural, practical differences which he would have to take into account to do his business in Russia successfully. Mr. Peterson hadn't managed to clinch any deals but he had had some useful meetings with Russian fashion clothes manufacturers and wholesalers. He was sure

that he would be able to establish mutually profitable and long-standing cooperation with them.

Unit 10.

Read and translate the text. Get ready to summarise it.

Advertising performs several functions and any business may be dramatically affected by it. Consider the beginning of the Coca-Cola Company. Dr. Pemberton and his partner, Frank M. Robinson decided to write their product's name in a unique way. Later, the name was registered with the U.S. Patent Office to ensure its sole usage by the Coca-Cola Company in its advertising and packaging. This demonstrates perhaps one of the most original marketing functions of advertising – to identify products and to differentiate them from others.

As soon as the product was named advertising campaign was run to tell people about it and where they could get it. Then the word “drink” was added to inform the public that the product was a soda fountain beverage. Here we see another basic function of advertising: to communicate information about the product, its features and its location of sale.

In 1888 when Pemberton was ill he, Asa G. Candler bought the rights to Coca-Cola for \$2300. Candler was a promoter and a firm believer in advertising. Thousands of coupons with the offer of a complimentary glass of Coca-Cola were printed and distributed. People who received free coupons tried the product and then tried it again. That's another reason for advertising: to persuade consumers to try new products.

After more people tried the soft drink and liked it, it tended to be in great demand. The product was bought by more pharmacies to sell to their customers. Stimulating the distribution of a product is yet another function of advertising.

Up to that time, Coca-Cola was sold only at soda fountains. One of the many purposes of advertising, though, is to increase product usage. In 1889, the first Coca-Cola bottling plant was opened in Tennessee. The second was opened the following year in Atlanta. Now people could buy bottles of Coke to take with them and to enjoy at home.

In 1916 a famous bottle with a distinctive contour design was introduced. This helped to identify Coke and to differentiate it from competitors so extensively that the bottle was registered as a trade mark with the U.S. Patent Office.

For more than a hundred years the media has been used by Coca-Cola to communicate advertising messages to mass audience. The purpose is to satisfy the most important function of advertising: to lower the cost of sales.

From this brief history of the Coca-Cola Company, we can see that advertising performs a variety of functions. Advertising also plays an interesting and an important role in our economy and society.

VOCABULARY

- A -

accept (v) – допускать, признавать (U 4)**access to smth (n, C)** – доступ к чему-л. (U 5)**accommodation (N, C)** – жилье, помещение, размещение (U 7)**accompany smb (v)** – сопровождать кого-л. (U 7)**account for smth (v)** – объяснять что-л. (U 4)**achieve (v)** – достигать, добиваться (U 12)**additional (adj)** – дополнительный (U 6)**adopt (v)** – применять, принимать (U 13)**advantage (C, n)** – преимущество (U 5)**advertise (v)** – рекламировать (U 1)**affect (v)** – влиять, действовать на кого-л. (U 10)**afford smth/to do smth (v)** – позволить себе что-л./сделать что-л. (U 14)**agree (v)** – соглашаться (U 4)**aim (n, C)** намерение, цель (U 11)**annual (adj)** – ежегодный; годичный, годовой (U 4)**apparent (adj)** – очевидный, явный (U 14)**appeal (v)** – нравиться (U 1)**apply for a job (v)** – подавать заявление о приеме на работу (U 1)**appointment (n, C)** – деловое свидание, условленная встреча (U 2)**appreciate (v)** – ценить, понимать (U 13)**approach (n, C)** – подход, метод (U 12)**arrangement (n, C)** – мероприятие, план (U 14)**assembly plant (n, C)** – сборочный цех (U 3)**assess (v)** – оценивать (U 7)**attend (v)** – посещать; (лекции, собрания и т. п.) (U 4)**attractive (adj)** – привлекательный (U 5)**avoid (v)** – избегать, остерегаться (U 6)**aware of smth (adj)** – осведомленный, сознающий что-л. (U 11)

- B -

bargain (v) – заключить сделку, торговаться (U 12)**be in charge of (smth / doing smth)** – отвечать за что-л., быть ответственным за что-л. (U 2)**be involved in smth/doing smth** – быть вовлеченным во что-л., заниматься чем-л. (U 9)**be pleased (with smb/smth)** – быть довольным (кем-л./ чем-л.) (U 4)**benefit (n, C)** – выгода; польза (U 5)**bill (n, C)** – счет (U 7)**blame (n, U)** – вина (U 13)**boost (v)** – повышать, увеличивать (U 11)

break into a market (broke-broken) – выходить на рынок (U 6)

bribe (n, C) – взятка, подкуп (U 11)

business matter – деловой вопрос (U 2)

- C -

campaign (n, C) – кампания (U 2)

cash (n, C) – наличные деньги (U 3)

cause (v) – быть причиной чего-л., вызывать что-л. (U 13)

challenge (n, C) – сложная задача, проблема, вызов (U 6)

check in (v) – регистрировать(ся) в гостинице (U 7)

clinch (v) – заключать (сделку, договор) (U 9)

closely (adv) – внимательно, тщательно (U 4)

come up with (v) – предлагать (план, проект) (U 9)

commerce (n, C) – торговля; коммерция (U 5)

commute (v) – совершать регулярные поездки на работу из пригорода (U 1)

compare smb/smith with smb/smith (v) – сравнивать кого-л./что-л. с кем-л./чем-л. (U 5)

compete with smb/smith (v) – конкурировать с кем-л./чем-л. (U 5)

complement (v) – дополнять (U 8)

complicated (adj) – сложный (U 7)

concerning (prep) – касательно, относительно (U 4)

concession (n, C) – уступка (U 12)

conclude (v) – завершать, заключать (U 12)

condition (n, C) условие; положение (U 11)

conduct (v) – проводить (U 12)

consist of (v) – состоять из (U 2)

consistent (adj) – последовательный, постоянный (U 6)

consumer (C, n) – потребитель (U 5)

contemporary (adj) – современный (U 11)

costs (n) pl. – расходы, издержки (U 7)

cosy (adj) – уютный, удобный (U 7)

counterpart (n, C) – деловой партнер (U 9)

cover smth (v) – рассматривать что-л., освещать (события и т. п.) в СМИ (U 9)

create (v) – производить, создавать (U 5)

crucial (adj) – ключевой, решающий (U 4)

current (adj) – текущий, современный (U 9)

customer (n, C) – заказчик, покупатель; клиент (U 2)

customer base – клиентура (U 6)

CV = curriculum vitae – автобиографические данные (U 1)

- D -

deadline (n, C) – предельный срок (U 8)

deal (dealt – dealt) (v) – торговать; вести дела (U 5)

dealer network (n) – дилерская сеть (U 3)

decide (v) – решать (-ить) (U 1)

demand (n, C) – спрос (U 10)

demanding (adj) – требовательный (U 7)

deny smth/doing smth (v) – отрицать что-л. (U 13)

department (n, C) – подразделение в каком-л. учреждении; отдел (U 2)

derive (v) – извлекать, получать (U 12)

development (n, C) – развитие, разработка (U 3)

direct (v) – направлять, руководить (U 3)

disaster (n, C) – бедствие, несчастье (U 14)

discount (n, C) – скидка (U 2)

disposable (adj) – устранимый, выбрасываемый (U 10)

distributor (n, C) – дистрибьютор, распространитель (U 6)

downside (n, C) – недостаток (U 8)

due (adj) – должный, обязанный (U 10)

- E -

earn (v) – зарабатывать (U 10)

economy (n, C) – экономика, хозяйство (U 10)

efficient (adj) – результативный (о работе), квалифицированный (о человеке) (U 2)

effort (n, C) – усилие, попытка (U 4)

employer (n, C) – работодатель (U 1)

encourage to do smth (v) поощрять, поддерживать (U 11)

enjoy (v) – получать удовольствие от чего-л., нравиться (U 1)

ensure (v) – обеспечивать, гарантировать (U 10)

enter (v) – входить в, вступать в, поступать (U 3)

enterprise (n, C) – промышленное предприятие (U 14)

environment (n, U) окружение, окружающая обстановка; окружающая среда (U 11)

equipment (n, C) – оборудование; оснащение (U 5)

establish (v) – устанавливать, основывать, учреждать (U 6)

evaluate (v) – оценивать, давать оценку (U 8)

eventually (adv.) – в конечном счете, в конце концов (U 7)

expensive (adj) – дорогой (о цене) (U 7)

exceed (v) – превышать; выходить за пределы; превосходить (U 5)

exchange (n, C) – обмен; бартер (о товарах), замена (U 4)

exciting (adj) – волнующий, захватывающий (U 7)

exist (v) – существовать (U 7)

executive (n, C) – должностное лицо, руководитель (U 9)

exhibition (n, C) – выставка (U 9)

expand (v) – расширять(ся); увеличивать(ся) в объеме, в размерах. (U 2)

expense (n, C) – расход, трата, счет (U 13)

experience (n, C) – опыт, стаж (U 1)

explore (v) – исследовать, изучать (U 12)

extensive (adj) – обширный (U 10)

- F -

facilities (n, C) – удобства (U 7)

failure (n, C) – неудача, провал (U 14)

fair (n, C) – ярмарка (U 9)

feasible (adj) – выполнимый, реальный (U 13)

feature (C, n) – особенность, характерная черта; признак (U 5)

feedback (n, C) – обратная связь (U 5)

find out (found out – found out) (v) – узнать, выяснить (U 4)

fire (v) – увольнять (U 14)

flexible (adj) – гибкий (U 1)

force (v) – заставлять, вынуждать (U 11)

foreign (adj) – иностранный; зарубежный (U 2)

fringe benefits (n) – дополнительные льготы (U 1)

frustrate (v) – расстраивать, нарушать (U 12)

- G -

gain (v) – получать, приобретать

generous (adj) – щедрый, большой (U 9)

get down to business (got – got) – заняться делом, перейти к делу (U 4)

get in touch with smb – связаться с кем-л. (U 6)

go bankrupt – обанкротиться (U 5)

goods (n) pl. – товар; товары (U 2)

guest (n, C) – гость, клиент (отеля) (U 7)

- H -

harm (n, U) вред; урон, ущерб (U 11)

hold down (v) – удерживать, сдерживать (U 10)

hospitality (n, C) – гостеприимство (U 7)

house (v) – вмещать, содержать (U 9)

huge (adj) – огромный (U 3)

- I -

identify (v) – определять, идентифицировать (U 12)

implement (v) – выполнять, осуществлять (U 13)

impossible (adj) – невозможный, невыполнимый (U 1)

impress (v) – производить впечатление, поражать (U 9)

improvement (n, C) – улучшение, усовершенствование (U 4)

in the long run – в конце концов; в общем (U 9)

incentive (n, C) – стимул (U 12)

include (v) – включать в себя (U 8)

income (n, C) – доход, заработок (U 11)

increase (v) – увеличивать(ся); расти (U 2)

inherent (adj) – присущий, неотъемлемый (U 10)

instead (adv) – вместо, взамен (U 10)

insure (v) – страховать, застраховывать (U 11)

intend (v) – намереваться, собираться (U 8)

investigate (v) – расследовать; изучать (U 5)

issue (n, C) – спорный вопрос, предмет спора; проблема (U 2)

item (n, C) – пункт, вопрос (на повестке заседания), предмет (U 14)

- J -

job (n, C) – работа, должность (U 1)

join (v) – присоединяться, объединяться (U 10)

- K -

keep up with smb/smith (v) – держаться наравне, не отставать (U 6)

- L -

lack (v) – испытывать недостаток, нуждаться; не иметь что-л. (U 11)

launch (v) – начинать(новое производство), запускать (новую линию) (U 3)

link (v) – связывать, соединять (U 3)

legal (adj) – законный, правовой, юридический (U 8)

liability (n, C) – ответственность, обязанность (U 8)

load (v) – грузить, загружать (U 14)

long-standing (adj) – продолжительный, существующий издавна (U 9)

look for smth/smb (v) – искать что-л./кого-л. (U 1)

look forward to smth/doing smth (v) – ожидать с нетерпением чего-л., стремиться к чему-л. (U 4)

look through smth (v) – просматривать что-л. (U 2)

luxury (n, C) – роскошь (U 7)

- M -

machinery (n, C) – машины, машинное оборудование (U 3)

maintain (v) – поддерживать (U 6)

manage (v) – руководить, управлять, стоять во главе (U 4)

manufacturing plant (n, C) – завод-изготовитель (U 3)

marketing (n, C) – сбыт; маркетинг (U 5)

mass media (n, pl) – средства массовой информации (U 5)

meet the standards – соответствовать стандартам (U 2)

mention (v) – упоминать (U 12)

merchandise (n, U) – товары (U 11)
mislead (misled, misled) (v) – вводить в заблуждение (U 11)
mission (n, C) – миссия; задание (U 4)
modest (adj) – скромный (U 3)
monitor (v) – контролировать, наблюдать (U 6)
mutually (adv) – взаимно; обоюдно (U 9)

- N -

negotiate (v) – вести переговоры, обсуждать (U 12)

- O -

objective (n, C) – цель (U 12)
obtain (v) – получать (U 7)
occur (v) – случаться, происходить (U 13)
offer (v) – предлагать (U 1)
operating costs – эксплуатационные расходы (U 11)
opportunity (n, C) – возможность, (удобный) случай (U 1)
option (n, C) – выбор, вариант (U 12)
order (n, C) – заказ (U 6)
originally (adv) – первоначально, по происхождению (U 10)
overseas (adj) – иностранный, внешний (U 3)
own (v) – владеть (U 8)

- P -

partnership (n, C) – товарищество, партнерство (U 8)
pay (n, C) – оплата, заработная плата, заработок (U 1)
perform (v) – исполнять, выполнять (U 6)
persuade (v) – убеждать, уговаривать (U 10)
prefer (v) предпочитать (U 6)
prepare (v) – готовить(ся), приготавливать (U 7)
presume (v) – полагать, предполагать (U 13)
price (n, C) – цена (U 2)
profitable (adj) – выгодный, доходный (U 9)
promote (v) – продвигать, повышать в должности (U 10)
provide smb with smth (v) – снабжать; обеспечивать кого-л. чем-л.
(U 5)
purchase (v) – покупать, закупать (U 5)
purpose (n, C) – цель (U 8)

- Q -

quality (n, C) – качество (U 2)

- R -

raise (v) – занимать, добывать (деньги) (U 10)

range (n, C) – диапазон, размах (U 3)

reach (v) – достигать (U 3)

represent smb (v) – представлять кого-л. (U 3)

realize (v) – 1)осуществлять, реализовывать (U 14)

reason (n, C) – причина (U 1)

reasonable (adj) – приемлемый, умеренный, разумный (о цене) (U 2)

recruit (v) – нанимать на работу, вербовать (U 1)

redundant (adj) – уволенный по сокращению штатов (U 11)

rent (v) – арендовать, брать напрокат (U 5)

reply (v) – отвечать (U 9)

require (v) – требовать(ся) (U 1)

research (n, C) – (научное) исследование; исследовательская работа (U 4)

resolve (v) – решить, разрешить (U 13)

response (n, C) – ответ, отклик (U 13)

responsible (adj) – ответственный (U 1)

return (n, C) – прибыль (U 10)

run (v) – руководить, управлять; контролировать (U 2)

- S -

sale (n, C) – продажа; сбыт, распродажа по сниженной цене (U 4)

sales force – продавцы, торговые работники (U 6)

satisfaction (n, C) – удовлетворение, удовлетворенность (U 1)

save (v) – беречь, экономить (U 11)

seek (sought, sought) (v) – искать (U 12)

senior (adj) – старший (по возрасту или по социальному положению) (U 6)

set up (set up, set up) (v) – учреждать, открывать (дело, предприятие и т. п.) (U 4)

settle (v) – урегулировать, разрешить (спор, конфликт) (U 4)

share (v) – делить, распределять (U 8)

shift (n, C) – смена (U 1)

significant (adj) – значительный, важный, существенный (U 8)

sole proprietorship (n, C) – индивидуальное предприятие (ИП) (U 8)

solution to smth (a problem и т.п.) (n, C) – решение, разрешение (проблемы и т. п.) (U 2)

staff (n, C) – персонал, штат (U 1)

start one's own business (v) – открыть свое дело (U 1)

start-up (n, C) – новая фирма, предприятие, новая «интернет-компания» (U 5)

strengthen (v) – усиливать(ся); укреплять(ся) (U 11)

stress (v) – подчеркивать, придавать большое значение (U 10)

subsidiary (n, C) – дочерняя, подконтрольная компания (U 2)

- success (n, C)** – успех, удача (U 3)
sufficient (adj) – достаточный; достаточное количество (U 6)
suitable (adj) – подходящий, применимый, соответствующий (U 9)
suite (n, C) – номер-люкс (U 7)
supervise (v) – смотреть (за чем-л.) (U 6)
supplier (n, C) – поставщик (U 2)
support (v) – поддерживать (U 10)
switch on (v) – включать (свет, компьютер и т. п.) (U 2)

- T -

- take into account** – принимать во внимание (U 14)
take part in smth (v) – принимать участие в чем-л. (U 6)
take place – происходить, случаться (U 9)
talks (n, pl) – переговоры (U 2)
target (C, n) – цель; задание (U 6)
technique (n, C) – метод, способ (U 13)
tend (v) – быть склонным к чему-л. (U 10)
terms (n, C) – условия соглашения, договора (U 2)
transaction (n, C) – сделка, соглашение (U 5)
trial (adj) – пробный (U 6)
trust (v) – верить, доверять (U 14)
typical (adj) – типичный (U 1)

- U -

- upset (adj)** – расстроенный (U 13)
up-to-date (adj) – современный; новейший (U 2)

- V -

- value (n, C)** – ценность, стоимость (U 10)
various (adj) – разный, разнообразный (U 6)
venture (n, C) – рискованное предприятие, коммерческое предприятие (U 8)
vital (adj) – (жизненно) важный, насущный; необходимый (U 11)
volume (n) – величина, объём; количество (U 9)

- W -

- waiter (n, C)** – официант (U 7)
waste (v) – терять даром, тратить впустую (деньги, время, энергию и т. п.) (U 4)
wealthy (adj) – богатый, состоятельный (U 7)
win (won-won) (v) – побеждать, выигрывать (U 7)

GRAMMAR REFERENCE

1. Verb to be

	I	WE, YOU, THEY	HE, SHE, IT
Positive	I am from Russia.	We are from Russia.	He is from Russia.
Negative	I am not from Russia.	We aren't from Russia.	He isn't from Russia.
Questions	Am I from Russia? Yes, I am . No, I am not . Where am I from?	Are you from Russia? Yes, we are . No, we aren't . Where are you from?	Is he from Russia? Yes, he is . No, he isn't . Where is he from?

Ex. 1. Insert *am/ is/ are/ am not/ isn't/ aren't*.

- He ... tired.
- I ... a student.
- ... we in class?
- Mary ... cold.
- It ... sunny today.
- ... John married?
- They ... out.
- He ... at home now. He is in the office.
- It ... Sunday today.

Ex. 2. Translate from Russian into English.

- Он врач.
- Им жарко.
- Она замужем.
- Они сейчас в Париже.
- Том сейчас не в офисе.
- Они англичане? – Нет, они американцы.
- Сегодня холодно, но солнечно.
- Эта сумка тяжелая.
- Это наша остановка? – Нет, наша – следующая.
- Эта программа интересная.
- Я – студент, а мой друг – школьник.

2. Present Continuous

	I	WE, YOU, THEY	HE, SHE, IT
Positive	I am learning English	We are learning English	He is learning English
Negative	I am not learning English	We aren't learning English	He isn't learning English
Questions	Am I learning English? Yes, I am . No, I am not . Why am I learning English?	Are we learning English? Yes, we are . No, we aren't . Why are we learning English?	Is he learning English? Yes, he is . No, he isn't . Why is he learning English?

- The Present Continuous tense describes an activity happening now (at the moment of speech, during the current period). The following adverbs may be signals of the tense: **now, at the moment, at present.**

E.g. She is wearing a coat today.

I'm writing now.

Note: some verbs such as: **like, love, hate, know, understand, want, prefer, realize, suppose, mean, believe, see, hear, remember, belong, contain, consist, depend, seem** are not normally used in continuous tenses. Simple tenses are used instead.

Ex. 1. Make the sentences negative and interrogative (yes/no questions).

1. She is writing a letter now.
2. They are having dinner.
3. It is raining.
4. I am watching television at the moment.
5. The sun is shining brightly today.
6. The bus is coming.
7. Pat is listening to the radio.
8. They are playing the piano.
9. We are running.
10. I am speaking English now.

Ex. 2. Insert *am/ is/ are/ am not/ isn't/ aren't*.

1. I...trying to concentrate.
2. ... David working today?
3. We...having a good time now.
4. She...ill. She...working now.
5. He...looking for a job.
6. It...getting late.
7. My friends...having a rest now. They...working.
8. Colin ... walking at the moment.
9. They can't go out. It ... snowing heavily now.
10. Your English ... getting better.

Ex. 3. Put the words in the correct order.

1. is/a/John/coat/wearing/new.
2. the/what/doing/are/people?
3. you/to/are/me/listening?
4. fine/I/feeling/am.
5. not/is/he/the/at/staying/hotel.
6. they/not/a/learning/are/language/foreign.
7. Spanish/is/now/speaking/she?
8. working/you/today/hard/are.
9. to/I/going/am/bed.
10. is/enjoying/not/party/she/the.

Ex. 4. Answer the questions. Give full answers.

1. What are you doing now?
2. How are you feeling today?
3. Who are you listening to?
4. What lesson are you having now?
5. What is your friend reading now?
6. What language are you learning?
7. What is the teacher doing now?
8. What are the students writing?
9. What are you wearing?
10. Who is looking at you?

Ex. 5. Translate the following sentences into English.

1. Что вы сейчас делаете? – Мы читаем текст.
2. Что ты читаешь?
3. Куда он едет? – Он едет на работу.
4. Сейчас идет снег.
5. Посмотрите! Кто-то пытается открыть Вашу машину.
6. Поторопитесь! Наш поезд уже подходит.
7. Мария сейчас на кухне. Она готовит обед.
8. Где Елена? – Она сейчас работает в офисе.
9. Том и Анна разговаривают в кафе.
10. Сейчас он не учит испанский.

3. Present Simple

	I, YOU, WE, THEY	HE, SHE, IT
Positive	We like music.	She likes music.
Negative	I don't like music.	She doesn't like music.
Questions	Do you like music? Yes, I do . No, I don't . What do you like?	Does she like music? Yes, she does . No, she doesn't . What does she like?

We use the Present Simple tense to express:

- a situation which we see as permanent

E.g. He lives in Moscow with his parents.

- habitual, repeated actions

E.g. My parents visit me on Saturdays.

- universal truths

E.g. Twice two makes four.

The following adverbs may be signals of the Present Simple tense:
usually, always, often, sometimes, never, generally, occasionally, seldom.

With most verbs, we put them before the main verb.

E.g. : He doesn't usually ring up early in the morning.

With the verb **be**, we put these adverbs after the verb.

E.g. : We are always on time.

We also use such phrases as **every year (week, month, day, ...)**, **once (twice, three times, ...) a year**, **on Sundays (Mondays, ...)** with the Present Simple.

These phrases are usually put at the end or at the beginning of the sentence.

E.g. : They go to the swimming pool every week.

Once a year I go to the seaside.

Ex. 1. Put the verbs into the correct form.

1. My husband usually ... on the computer every evening. (work).
2. I ... breakfast at home (have).
3. They ... to the country every week (go).
4. His sister always ... him with his homework (help).
5. Jane ... French very well (speak).
6. Mr. Brown often ... to work by taxi. (go).
7. I ... what he ... (understand, to mean).
8. It often ... in Moscow in winter. (snow).
9. Jim ... to the radio in the morning. (listen).
10. She ... opera and ballet (like).

Ex. 2. Make the sentences negative and interrogative (yes/no questions).

1. They want to buy a car.
2. She likes to speak English to her friends.
3. He always sleeps with the window open.
4. I do a lot of travelling.
5. A lot of people come here to see the races.
6. Ann sometimes brings flowers when she comes home.
7. My parents watch the news in the evenings.
8. My sister starts work at 9 o'clock.
9. Mary usually goes to the cinema once a week.
10. She comes from France.
11. I like ice-cream.
12. We want to go to Italy for our holidays.

Ex. 3. Supply the following sentences with one of the given adverbs: usually, never, often, always, generally, sometimes, occasionally.

1. I am at work on weekdays.
2. She goes to the country alone.
3. My friend plays tennis on Sundays.
4. The weather is fine in autumn.
5. My mother goes shopping in the evening.
6. We meet at the University.
7. It snows in spring.
8. She works in the evening.

9. They see each other every weekend.
10. I cook a meal for my friends.

Ex. 4. Ask questions to which the given sentences are the answers.

1. My friends go abroad every year. Where ... ? How often ...?
2. His sister always walks with her children in the park. How often ...? Where ...? Who ... with?
3. I come to the University at 8 o'clock in the morning. Where...? When ...?
4. We write tests once a month. What ...? How often ...?
5. He learns English to read books in the original. What language ...? Why...?
6. His brother has got a new car. What...? What kind...?
7. He wants to buy a new bookcase. What...?
8. This computer costs a lot. How much ... ?
9. I check my e-mail in the evening. What ... ? When ... ?
10. She goes to visit her cousin in the country every month. Where ... ? How often ... ? Why...?

Ex. 5. Translate the sentences into English.

1. Он знает два иностранных языка: английский и немецкий.
2. Я часто помогаю маме готовить обед.
3. Иногда она уходит из дома в 7 часов утра и возвращается в 7 часов вечера.
4. Где ты обычно обедаешь? – Я обычно обедаю дома, но два раза в месяц я обедаю в ресторане.
5. Каждое воскресенье он встречается с друзьями.
6. Откуда она родом? – Из Франции.
7. Зимой Джеймс обычно ходит в бассейн раз или два в месяц.
8. Почему вы всегда приходите поздно?
9. Когда она приезжает в Лондон, она никогда не останавливается в отеле.
10. Я хожу к стоматологу два раза в год.

4. Present Simple vs. Present Continuous

Ex. 1. Put the verbs in brackets into the Present Simple or Present Continuous tense.

1. I (play) the piano now.
2. I usually (not / play) the piano in the morning.
3. He (talk) to his brother at the moment.
4. They often (talk) to each other because they (be) very close.
5. I (feel) a bit nervous now.
6. They (pack) their things at the moment
7. John (look) at the board but he (not / understand) the rule.

8. Look! Somebody (walk) round your car.
9. She always (drive) to work, but today she (walk) there, it is nice and sunny today.
10. I am sorry to disturb you, but what you (do) in my room?
11. At present the situation (depend) on you only.

Ex. 2. Are the underlined parts of the sentences right or wrong? Correct the wrong ones.

1. Listen! The phone rings.
2. They are having a party now.
3. It rains at the moment.
4. I look for a job now.
5. What is he doing at the moment?
6. What is he usually doing at this time?
7. I often watch TV in the evening.
8. Are you seeing anything strange in the room?
9. I am not liking this film.
10. It often snows in winter in Moscow.

Ex. 3. Put the verbs in brackets into the Present Simple or Present Continuous tense.

Dear Jane

Greetings from Paris. At the moment I (sit) in a nice café drinking tea and eating strawberry cake. I (visit) the same café every afternoon and (watch) the people. Two men (play) chess and a young boy (play) the violin now.

But it isn't a holiday. John and I (study) French at university. We (enjoy) it but it is rather hard. We (study) every morning and the classes (start) at 8. We usually (get up) at 6.30. We (stay) with our friend who (live) in the centre of Paris.

Now John (look for) some presents in the shops. Well, I can see him walking along the street and he (carry) a very big packet. I'll say goodbye now. See you next month.

Love
Ann.

Ex. 4. Translate the following sentences into English.

1. Я сейчас мою пол в спальне.
2. Иногда она ходит в театр.
3. В выходные она часто гуляет в парке с подругой.
4. Она в настоящий момент разговаривает по телефону.
5. Закрой дверь! Я работаю.
6. Извините, что вы читаете?
7. Сейчас Анна готовит завтрак на кухне, она всегда встает рано.
8. Где Петр? — Он катается на лыжах в парке.

9. Что вы обычно делаете по вечерам? – Вечерами я смотрю телевизор.

10. Что ты делаешь? – Я пишу доклад.

5. Past Simple

Positive	She talked about it last Sunday.
Negative	She didn't talk about it last Sunday.
Questions	Did she talk about it last Sunday? Yes, she did . No, she didn't . Why did she talk about it?

We use the Past Simple tense for past actions or past situations.

Some verbs have an irregular past form. The list of irregular verbs is given at the end of the book.

The Past Simple tense is the same in all persons except in the past tense of **be**.

	I, HE, SHE, IT	WE, YOU, THEY
Positive	He was at home yesterday	They were at home yesterday.
Negative	He wasn't at home yesterday.	They weren't at home yesterday.
Questions	Was he at home yesterday? Yes, he was . No, he wasn't . Where was he?	Were they at home yesterday? Yes, they were . No, they weren't . Where were they?

The following adverbs and word combinations may be signals of the Past Simple tense: **yesterday, the day before yesterday, yesterday morning (afternoon/evening), last year (month, week, Sunday, ...), in 2001, when I was 5, 15 years ago, the other day, in my childhood, ...**

Ex. 1. Put the verbs in the past simple tense.

1. He (come) to see me on Sunday.
2. They (go) for a walk in the afternoon.
3. We (travel) in the mountains last summer.
4. She (see) this film the other day.
5. I (buy) my car 5 years ago.
6. It (take) me 2 hours to get to my country house.
7. You (look) tired yesterday evening.
8. They (make) us a proposal to unite our companies.
9. She (tell) me to wait for her.
10. We (see) that model in the magazine the day before yesterday.

Ex. 2. Put the verb *to be* in the Past Simple tense.

1. Last year I (be) in Paris.
2. He (be) hungry and tired after that trip.

3. He (not / be) very glad to see me.
4. She (be) busy on Monday.
5. We (be) at the restaurant last week.
6. It (not / be) very cold yesterday.
7. You (be) so beautiful in your new dress.
8. We (be) happy to see them at the conference.
9. She (be) alone in the room.
10. You (be) right when you suggested it.

Ex. 3. Make the sentences negative.

1. He came home late yesterday.
2. She bought a lot of perfume for her birthday.
3. I saw him last night.
4. It was my lucky day.
5. They were very happy to learn the news.
6. She stopped to say "Hello" to us.
7. We spoke to her about it a week ago.
8. He took the documents home.
9. We wanted to give him a present.
10. He sold a car yesterday.

Ex. 4. Make the sentences interrogative (yes/no questions).

1. I liked the film.
2. She was sad because of the rain.
3. She read an interesting book last week.
4. You were with Tom at that party.
5. He saw his new boss on Friday.
6. They were happy with the talks.
7. We sent them a fax last week.
8. I came home an hour ago.
9. They called their partners in the morning.
10. She travelled around the world five years ago.

Ex. 5. Ask questions to which the given sentences are the answers.

1. We saw Bill at the bus stop. Where...?
2. She was so happy yesterday. Why...? When...?
3. I took it by mistake. What...?
4. You got your visa. When...? What...?
5. She stayed with us last summer. When...? Who...with? How long...?
6. It cost me a lot. How much...?
7. He did his homework! What...?
8. They lived in London for 5 weeks. How long...? Where...?
9. She spent a week at the Riviera with her boy-friend. Who...with?
Where...?
10. We sent two e-mails. How many...?

Ex. 6. Complete the dialogue with the verbs in Past Simple.

- Hi, Dick! Where (be) you yesterday?
- I (be) at Mike’s party.
- You (like) it?
- It (be) fun at first. We (dance), (drink) champagne, (chat) about all sorts of things.
- What (happen) next?
- Then Judy (come). She (start) singing her new songs.
- She (sing) well?
- It (be) a terrible performance! We (feel) so bored!
- So I see I (not to miss) much.
- No, you (not).

Ex. 7. Translate the sentences into English using Past Simple.

1. Вчера мы обсудили наши планы на отпуск.
2. Несколько дней назад Джим купил новый Додж.
3. Прошлым летом Кейт ездила в Италию.
4. В 1999 году ему было 60 лет.
5. Мы не видели дом Шерлока Холмса, когда мы были в Лондоне.
6. Мне не понравилась речь генерального директора.
7. Где вы были вчера вечером? Я позвонил Вам в 19.00.
8. Почему ты не сказал мне о его приезде?
9. Анна принесла этот цветок в офис на днях.
10. Что вы купили, когда были в Мексике?
11. Он закончил Оксфордский университет в 2001 году.
12. Вы были на вечеринке у Джона в субботу?
13. Вам вчера понравился фильм о Лондоне?
14. Я был очень рад, когда увидел их вместе.
15. Где Билл работал раньше?

6. Past Continuous

	I, HE, SHE, IT	WE, YOU, THEY
Positive	He was reading.	They were reading.
Negative	He wasn't reading.	They weren't reading.
Questions	Was he reading? Yes, he was . No, he wasn't . What was he reading?	Were they reading? Yes, they were . No, they weren't . What were they reading?

The Past Continuous tense is used to express an activity in progress around a point of time in the past.

The Past Continuous tense means that:

- at a time in the past we were in the middle of an action

E.g. She was playing the piano at 6 o'clock (from 5 to 7 o'clock) yesterday.

– a past action in progress was interrupted by another past action

E.g. When she arrived, we were having dinner.

– there were two or more simultaneous past actions

E.g. While I was reading, Tom was sleeping.

Ex. 1. Make the sentences negative and interrogative.

1. She was cooking.
2. They were playing tennis.
3. I was sleeping.
4. From September to November they were working in the USA.
5. It was raining yesterday in the morning.
6. She was wearing jeans at the party.
7. John was waiting for me when I arrived.
8. He was driving fast when the accident happened.
9. They were looking at me in surprise.
10. She was reading a book at six yesterday.

Ex. 2. Put the sentences into the Past Continuous tense.

1. She is writing a letter.
2. They are having dinner.
3. It is raining.
4. I am watching television.
5. The sun is shining.
6. The bus is coming.
7. Pat is listening to the radio.
8. They are playing the piano.
9. We are running.
10. I am speaking English.

Ex. 3. Answer the questions.

1. What were you doing at 3 o'clock yesterday?
2. What were the students doing when you came into the classroom?
3. What were you wearing yesterday?
4. Where was your friend going when you saw her?
5. What was the policeman doing when the accident happened?
6. Where were you living from September till November last year?
7. Who were you speaking to when the phone rang?
8. What were your parents doing when you came home?
9. What was he eating when he broke his tooth?
10. What was your brother reading when you entered the room?

Ex. 4. Put the words in the correct order.

1. painting/ while/ was/ the/ fell/ chair/ he/ off/ the/ he/ wall.
2. theatre/ the/ while/ saw/ near/ accident/ I/ was/ I/ an/ standing.

3. when/ dinner/ tongue/ was/ he/ he/ his/ bit/ having.
4. you/ yesterday/ at/ time/ doing/ were/ what/ this?
5. them/ met/ going/ were/ when/ you/ they/ where?
6. she/ party/ was/ the/ wearing/ what/ at?
7. waved/ him/ to/ was/ but/ not/ he/ I/ looking.

Ex. 5. Translate the following sentences into English.

1. Когда я видел его в последний раз, он пытался найти работу.
2. Он шел по улице, когда внезапно услышал чьи-то шаги.
3. Ты вчера работал в 7 часов? – Нет, я был дома.
4. Телевизор работал, но никто не смотрел его.
5. Вчера с 3-х до 4-х он писал письмо.
6. Когда я уходил домой вчера, ко мне подошел менеджер.
7. Турист потерял фотоаппарат, когда гулял по городу.
8. Почему ты не слушал, когда учитель объяснял правило?
9. Что делал ваш муж, пока вы убирали квартиру?
10. Пока я ходил в магазин, моя дочь готовила обед.

7. Past Simple vs Past Continuous.

The Past Simple tense expresses past actions as simple facts.

The Past Continuous tense gives past activities time and duration.

Compare the following pairs of sentences:

A *I did not see you in the pub last night.*

B *No. I **stayed** at home and **watched** TV.*

A *I rang you last night, but there was no reply.*

B *Sorry, I **was watching** TV, I did not hear the phone.*

Ex. 1. Put the verbs in brackets in the correct tense, Past Simple or Past Continuous.

1. He (speak) on the phone when his mother (come).
2. His brother (come) while he (speak) on the phone.
3. Their friends (swim) in the pool at 5 o'clock yesterday.
4. I (work) for this company long ago.
5. He usually (play) volleyball at weekends.
6. They often (see) each other at work.
7. You (know) the answer?
8. It (rain) while she (walk) along the street.
9. He (want) to see his friend, but the friend (be) busy because he (decorate) his flat at that time.
10. I (meet) him when he (be) a child.
11. When they (see) a UFO they (stop).
12. He (break) his arm while he (skate).

13. He (love) her many years ago.
 14. When Tim (see) the suitcase he immediately (recognize) it.

Ex. 2. Put the verbs in brackets in the correct tense, Past Simple or Past Continuous.

It (happen) many years ago. I (be) in India. I (hunt) there. Once I (spend) the whole day in the jungle. It (be) dark when I (decide) to return to my camp. I (walk) along a narrow path. There (be) strange sounds everywhere. On my right there (be) a thick tropical forest.

Suddenly I (see) something terrible in the jungle on my left. Two green eyes (look) at me. It (be) a man-eating tiger, ready to spring on me.

As I could swim well I (make) up my mind to escape that way. I (look) at the river to my right. There in the river (be) a huge crocodile. It (wait) for me with open jaws.

I (faint). A moment later I (jump) to my feet again. What do you think I (see)? The tiger (be) in the jaws of the crocodile.

Ex. 3. Translate the sentences into English.

- Его телеграмма пришла, когда я выходил из дому.
- В прошлом году я часто ходил в кино.
- Когда я пришел, секретарь печатала письма.
- Когда мой сын был болен, доктор приходил к нему каждый день.
- Я вчера читал весь вечер.
- Она порезала палец, когда готовила обед.
- Дождь шел с трех до пяти.
- Я завтракал, когда он мне позвонил.
- Я пришел домой, поужинал и начал читать газету.
- Я возвращался домой довольно поздно. Становилось уже темно, и шел дождь. Я шел быстро, так как было холодно. Мимо меня проезжали машины. Вдруг одна из них остановилась возле меня, и кто-то окликнул меня. Это был мой приятель. Я сел в машину, и через пять минут был дома.

8. Present Perfect Simple

	I, WE, YOU, THEY	HE, SHE, IT
Positive	They have arrived.	He has arrived.
Negative	They haven't arrived.	He hasn't arrived.
Questions	Have they arrived? Yes, they have . No, they haven't . Where have you been ?	Has he arrived? Yes, he has . No, he hasn't . Where has he been ?

The Present Perfect tense is a present tense. We use it to talk about:

1. A present result of a past action.

E.g. He has lost his diary. (= He doesn't have it now)

Typical time words here are: **just**, **already** (in positive sentences), **yet** (only in negative sentences and questions).

E.g. I have just done the washing.

She has already cleaned the room.

Have you finished the work yet?

2. People's experiences without any specific time reference. Here **never** and **ever** are often used.

E.g. "Have you ever seen him?"

"No, I have never met this person".

Other time words are: **before**, **recently**, **so far**, **lately**.

E.g. I haven't seen them recently.

I haven't done it so far.

Have you met them before?

3. Things (actions, states) which began in the past and still continue, especially when we say **how long** they have lasted.

E.g. Ann has worked with children for 15 years.

Note the time expressions that are common with this use.

For	ten years	for a period of time
	a week	
	ages	
	half an hour	
Since	1959	for a point in time
	last September	
	Easter	
	5 o'clock	
	she came	

4. Also **this morning**, **this evening**, **this week**, **today**, etc. are typical here.

E.g. I haven't seen her for ages.

We haven't met since October.

"How long have you known her?"

"I have known her for a year."

I have translated three texts today.

Ex. 1. Complete the following irregular verb table with the correct forms. Notice the similarities between the verb forms.

A	Infinitive	Past Simple	Past Participle
	drink	drank	drunk
	begin	—	begun
	ring	—	—
	—	—	swum
	—	sang	—

B	bring	brought	brought
	–	bought	–
	teach	–	–
	–	caught	–
	think	–	–
	–	–	fought
C	meet	met	met
	–	slept	–
	mean	–	–
	keep	–	–
	–	fed	–

Ex. 2. Make the sentences negative and interrogative (yes/no questions).

1. He has ridden a camel.
2. We have passed our exams.
3. He has had a chance to think about his future.
4. You have asked her to dinner several times.
5. They have recently bought a new camera.
6. He has finished his report this week.
7. We have had a few meetings with our partners.
8. I have made several phone calls.
9. She has already done a crossword.
10. Their son has passed his exams successfully.

Ex. 3. Mr. Pitt is a retired man. His life has changed. He has a lot of free time. Write sentences about the changes in his life. Use the Present Perfect Simple tense.

1. (he/ visit/ all his relatives) ...
2. (he/ travel/ to many interesting places) ...
3. (he/ phone/ his old friends) ...
4. (he/ start/ playing table tennis) ...
5. (he/ read/ a lot of books) ...
6. (he/ write/ letters to his ex business partners in Africa and Australia) ...
7. (he/ mend/ several broken things in his kitchen) ...

Ex. 4. You are asking Peter questions beginning with *Have you ever ... ?*

1. (change/ a job) – No, never
2. (have/ a pet) – Yes, once
3. (travel/ abroad) – Yes, twice
4. (be/ married) – No, never
5. (fall/ in love) – Yes, a few times
6. (speak English/ to a foreigner) – Yes, many times
7. (smoke/ cigars) – No, never
8. (ride/ a horse) – No, never
9. (eat/ in a Japanese restaurant) – Yes, once
10. (get/ a bad mark in English) – Yes, many times

Now look at Peter's answers and write sentences about Peter and yourself.

Peter	You
1. Peter has never changed a job.	1. I...
2. ...	2. ...
3. ...	3. ...
4. ...	4. ...
5. ...	5. ...

Ex. 5. Make up sentences describing things which you have/haven't done already, yet, recently, just, before, so far.

I have already
 I have just
 I have recently.
 I haven't yet.
 I have / haven't so far.
 I have / haven'tbefore.

Ex. 6. Complete these sentences using the correct form of the underlined verb.

- E.g.** She likes sport. She has liked it since her childhood.
 1. I am afraid of dogs. I ... since one of them attacked me.
 2. They are married. They ... for a long time.
 3. He is single. He ... all his life.
 4. She has trouble sleeping. She ... for 6 years.
 5. We know each other. We ... for ages.
 6. She has two jobs. She ... since she moved to Paris.
 7. I am in love with Mary. I ... since I left school.
 8. He doesn't believe anybody. He ... since his father left him.

Ex. 7. Insert for or since.

- I have lived in the same flat ... ages.
- He has been ill ... 2 days.
- He has been ill ... Monday.
- He has been ill ... he returned from a backpacking trip.
- He has been ill ... a week.
- You have been careless with things like that ... you left college.
- You have been careless ...a long time.

Ex. 8. Rewrite each sentence, beginning as shown, so that the meaning stays the same.

E.g. *It's a long time since I last went to Switzerland. I haven't gone to Switzerland for a long time.*

- It's ages since I last spoke to her. I haven't

2. It's over two years since I knew my teacher. I have
3. The last time I visited Tom was in September. I haven't
4. It's two years since I last saw him. I ...
5. There is a certain change in your attitude to Mary. Lately your attitude
6. We bought a cat ten years ago. We have
7. The last time I delivered a lecture was in 2004. I haven't
8. After she left I started to feel more comfortable. Since she
9. After we talked I got interested in that problem. Since we ...
10. They got married five years ago. They have

Ex. 9. Translate the following sentences into English.

1. Они только что пообедали.
2. Я уже сделала все покупки.
3. Я не играла в теннис в этом году.
4. Она поменяла три работы с тех пор, как закончила школу.
5. Мы знаем друг друга целую вечность.
6. Я был во Франции, но никогда не был в Испании.
7. Я еще не напечатала все письма.
8. Как долго он находится в больнице?
9. Они поженились на этой неделе.
10. Вы когда-либо были в Италии? – Я прежде не путешествовал.
11. Он уже перевел эти письма? – Еще нет.
12. Она сильно изменилась за последнее время.
13. Раньше я не делал таких заданий.
14. До сих пор она перевела только три статьи.
15. – Вы давно его знаете?
– Да, с тех пор, как мы поступили в институт.

9. Present Perfect vs Past Simple

is used to describe
an action in the time
“up to now”

(there is a connection
between the past and the present)

is used to describe
an action in
“finished time”

(no connection with the present)

Compare

Typical time words:

this week
never
today
lately

Typical time words:

when
yesterday
last month
in 1981

for ages
long ago, etc.

ten minutes ago

Compare these sentences.

Present Perfect	Past Simple
1. I have already been to London. 2. She has returned from her business trip. 3. We have not seen the contract yet.	1. I was in London <u>last year</u> . 2. She returned from her business trip <u>2 days ago</u> . 3. We didn't see the contract <u>when we were</u> at their office.
We know the result , but we don't know the time of the action.	We know exactly when the action took place in the past .

Ex. 1. Finished or unfinished time? Put the expressions in two lists.

A long time ago, one Saturday morning, in my life, last weekend, for the last ten years, the day before yesterday, when he was a child, before, lately, ever since he left college, when she was at university, in that job, last year.

Ex. 2. Complete each sentence a) to j) with an appropriate ending from 1) to 10)

Do not use an ending more than once.

a) I haven't cooked dinner	1) when she was at university
b) I have done hundreds of jobs	2) so far
c) He studied geography.....	3) when he was 19
d) I've known her.....	4) lately
e) I have made sandwiches.....	5) over the years
f) I waited outside your house.....	6) the other day
g) I have seen Kate rather often....	7) till a quarter to 10
h) The price of petrol has risen by 10%...	8) over the recent years
i) He last went to a football match	9) yet
j) He went to the hairdresser's	10) all my life

Ex. 3. Open the brackets using the verbs in present perfect and past simple.

- Our company (reach) good results this year.
- Our company (reach) good results last year.
- Mr. Jefferson just (send) a fax to our partners.
- Mr. Jefferson (send) a fax to our partners yesterday.
- You (see) my mobile? I can't find it.
- You (see) my new car when I (come) to work on Monday?
- Mrs. and Mr. McCartney (live) in London for 25 years.
- Mrs. and Mr. McCartney (live) in London before the 2nd World War.

9. We (not to buy) anything when we (be) in Paris.
10. We (not to buy) anything for the picnic yet.
11. Our Managing Director (be) ill since Tuesday.
12. Our Managing Director (be) ill last month and (not to sign) the papers.

Ex. 4. Choose the right answer.

1. We ... a holiday this summer yet.
a) didn't have b) don't have c) haven't had
2. You ... my pen again!
a) take b) have taken c) took
3. She ... very happy when we came back.
a) is b) was c) has been
4. Last Sunday she ... ill and didn't go on a picnic.
a) has been b) is c) was
5. When ... you ... this document last?
a) did ... see b) have ... seen c) do ... see
6. We ... your passport, so could you come to our office and take it?
a) find b) found c) have found
7. Where ... you at 8.30 yesterday?
a) have been b) were c) are
8. He ... this book and now you can take it if you like.
a) has read b) read c) reads
9. I ... the whole evening writing invitations and went to bed late.
a) have spent b) spend c) spent

Ex. 5. Translate the sentences into English using Past Simple and Present Perfect.

1. Вчера мы встретили Билла в ресторане.
2. Я только что встретила свою подругу.
3. Вы когда-нибудь были в Египте?
4. Я был в Греции в прошлом году.
5. Мы никогда еще не пробовали японскую еду.
6. Вчера мы попробовали «суши» и нам не понравилось.
7. Они начали производство этих автомобилей в 1997 г.
8. Они только что начали производить эти машины и еще не получили много заказов.
9. Вы уже подготовили отчет о продажах?
10. Вы вчера говорили с нашим консультантом?
11. В прошлом году мы подписали крупный контракт.
12. На этой неделе мы подписали новый контракт с немецкой фирмой.
13. Эта фирма начала сотрудничать с нами два года назад.
14. Мы купили новый дом прошлым летом.
15. Я уже видел эти документы.

10. Present Perfect Continuous

	I, WE, YOU, THEY	HE, SHE, IT
Positive	We have been studying English for 5 years.	He has been studying English for 5 years.
Negative	We haven't been smoking since November.	He hasn't been smoking since November.
Questions	Have you been working here long? Yes, I have . No, I haven't . What have you been doing lately?	Has he been working here long? Yes, he has . No, he hasn't . What has he been doing lately?

The Present Perfect Continuous tense shows the action which started in the past and is still going on.

The following words may be signals of the Present Perfect Continuous tense:

For shows for how long the action has been going on.

Since shows from what moment in the past it has been going on.

How long is used in questions.

Ex. 1. Open the brackets using the Present Perfect Continuous tense.

1. We (study) English for 2 years.
2. She (live) in Paris since September.
3. He (work) as a Sales Manager since 2001.
4. They (discuss) the contract terms since 10 o'clock.
5. This company (work) in retail trade for 5 years.
6. You (read) the catalogue since lunch.
7. It (rain) since early morning.
8. We (try) to reach an agreement for 2 hours.
9. She (wait) for you for 40 minutes.
10. They (watch) sports programmes since 11 o'clock.
11. How long (work) for this company?

Ex. 2. Make the sentences negative and interrogative (yes/no questions).

1. We have been working at this problem for a long time.
2. They have been planning this trip since winter.
3. She has been living in London for 3 weeks.
4. He has been waiting for her for 40 minutes.
5. It has been raining since yesterday.
6. I have been working hard all the year.
7. Mr. Hill has been talking on the phone for an hour.
8. Mrs. Hill has been cooking dinner since 10 o'clock.

Ex. 3. Put special questions to the sentences, using the words in brackets.

1. She has been sleeping for 12 hours already. How long...?
2. They haven't been working hard all the year. Why...?
3. They have been developing this brand since last August. Since when...?
4. She has been talking on the phone for 2 hours. Who ... with...?
5. He has been earning a lot of money these months. How much...?
6. I have been reading this book for 2 weeks. What kind of ...?
7. I am so tired! I've been writing it since early morning. What...?

Ex. 4. Translate the sentences from Russian into English.

1. Сколько лет вы изучаете английский язык? – Я изучаю английский язык с детства.
2. Снег идет с утра.
3. Я мою окна с утра, но пока вымыла только два окна.
4. Чем ты занимался весь день? – Я ходил по магазинам.
5. Я ищу работу уже три месяца, но пока не нашел то, что мне нужно.
6. Ты выглядишь усталым. – Я много работаю последнее время.
7. Сколько вы уже играете на гитаре? Я играю с детства.
8. Он читает газету с 10 утра.
9. Анна живет на этой улице с тех пор, как купила там квартиру.
10. Они обсуждают контракт уже 2 часа.
11. Он сочиняет музыку с тех пор, как родители купили ему гитару.

11. Present Perfect Simple vs Present Perfect Continuous.

Compare these sentences

Present Perfect Simple	Present Perfect Continuous
1. She has written two letters today. 2. We have built a country house this year. 3. I have learnt all the English tenses.	1. She has been writing letters since morning. 2. We have been building a country house for two years. 3. I have been learning the English tenses for two months.
You can see the result of a <u>finished</u> action.	The action is <u>not finished</u> , it is still <u>going on</u> .

Ex. 1. Open the brackets using Present Perfect or Present Perfect Continuous.

1. We (walk) ten kilometers.
2. We (walk) for three hours.

3. You (walk) to fast. That's why you are tired.
4. I (make) rolls for the party all the morning. – How many you (make)? – I (make) 200.
5. That boy (eat) three ice-creams. He (eat) since he arrived.
6. I (plant) up 20 roses. I (plant) up roses all day.
7. What you (do) since morning? – We (pick) apples. – How many you (pick)? – We (pick) ten baskets.
8. He (sleep) since ten o'clock. Wake him up!
9. A: What are you doing, Bob?
B: I (look) through my toy box all morning. Look, I (find) my toy cars collection.
A: You (play) with your cars for three hours. I (watch) you.
B: They are wonderful! I (not to have) such a good time for years! Look at this Ferrari!
A: Bob, do you know what time it is?
B: Why should I care? I am not going anywhere.
A: It's 11 o'clock! Your boss just (call). He (wait) for you all morning. He is very angry!
B: Oh, my God! I thought it was Saturday! I (work) so hard all this week, so I forgot what day it was!

Ex. 2. What will you do in the following situations?

1. Your friend asked you to meet him at 5, you came at 6.
He says: "Where have you been?"
You say: a) I've forgotten the time of the meeting.
b) I've been forgetting the time of the meeting.
2. Your professor asks you how things are with your course paper.
You say: a) I've been collecting data to start my work next month.
b) I've collected data since November.
3. You hand in your report to your boss and say:
a) I've been finishing it and making a copy for the Board.
b) I've finished it and made a copy for the Board.
4. You come into the room and see your children near the half-empty jar of jam. You say:
a) Have you been eating jam again?
b) Have you eaten all the jam again?
5. Your boy-friend / girl-friend comes home and sees you sorting out your clothes. You say:
a) I've bought a new collection and want to throw away the old one.
b) I've been buying a new collection and want to throw away the old one.
6. Your friend wants to know if you like the house you live in. You say:
a) Yes, I've been living there since my childhood.
b) Yes, I lived there since my childhood.

7. Your teacher is interested if you know any plays by Shakespeare.

You say:

- a) I saw one of his plays in the theatre last year.
- b) I have seen one of his plays in the theatre last year.

Ex. 3. Translate the sentences into English.

1. Мы обсуждаем этот проект с самого утра.
2. Как давно вы работаете в Хьюлетт-Паккард?
3. Дождь идет уже два часа.
4. Я занимаюсь серфингом пять лет.
5. Сколько фильмов ты посмотрел в этом месяце?
6. Они ждут нас с обеда, мы должны позвонить им и все объяснить.
7. Она размышляет над тем, что ей надеть на вечеринку, уже час.
8. Он любит ее с детства.
9. Боб чинит свою машину со вчерашнего дня.
10. Сэм ищет работу четыре месяца. Он уже посетил две фирмы.
11. Сколько лет ты его знаешь?
12. Почему вы не писали нам все эти годы?
13. К настоящему моменту они обсудили три статьи.
14. С кем ты разговариваешь уже два часа?

12. Past Perfect

	I, WE, YOU, HE, SHE, IT, THEY
Positive	I had done the work.
Negative	I hadn't done the work.
Questions	Had you done the work? Yes, I had . No, I hadn't . What had you done ?

We use the Past Perfect tense to show that one action happened before another in the past, and that the first action finished before the second action started.

E.g. When I got home, my sister had already gone to the concert.

The signals of Past Perfect may be an adverbial phrase with preposition – **by** or another **past action**.

E.g. : By that time I had already left London.

Ex. 1. Translate the following sentences into Russian.

1. It had stopped raining and the air was fresh.
2. We had translated the text by 6 o'clock.
3. We sent him a telegram yesterday as we hadn't received any letters from him for a long time.
4. I had finished my work before he returned.

5. At last she showed me the letters he had written.
6. Ann was sure that he had never lied to her before.
7. By the end of the week we had done half of the work.
8. She had been ill for two days when we learned about it.
9. He knew that in her childhood she had lived in Paris.
10. Jack chose the hotel. He had never been there before but he had heard much about it.

Ex. 2. Make the sentences interrogative (yes/no questions).

1. He had washed his hands before he sat down to dinner.
2. She felt ill after she had eaten all the ice-cream.
3. The students had finished translating the article by 5 o'clock.
4. The watch-maker hadn't cleaned my watch by the time I came.
5. I had already returned home when my friend called me.
6. She had studied English before she entered the University.
7. They had improved their knowledge of English by the end of the year.
8. After the sun had set, we decided to return home.

Ex. 3. Put the verb into the correct form: Past Perfect or Past Simple.

1. He (re-read) what he (write).
2. I was going round to see Jane after dinner. I (arrange) this visit the day before.
3. He quite (forget) that she (be divorced) for two years.
4. I (call) at nine and the man (say) that she (go out) about an hour before.
5. She (be sure) that he (tell) the truth to her before.
6. When my brother (come) I already (have) lunch.
7. By 2 o'clock we (pack) all the things.
8. The teacher (see) at once that the students (do) the test.
9. After Sam (pay) the bill, we (leave) the restaurant and (go) home.
10. My sister (feel) very nervous on the plane because she (not to fly) before.
11. When he (look) out of the window it (start) snowing.
12. By the end of the year she (learn) a lot of words in Spanish.

Ex. 4. Translate into English.

1. Вы уже пообедали, когда он позвонил Вам?
2. После того, как ее семья переехала в Лондон, она поступила в университет.
3. Ветер прекратился, а дождь все еще шел.
4. Мэри нашла старую шляпу и стала ее примерять.
5. После того, как они выпили кофе, Мэг пригласила его осмотреть дом.
6. Дети были очень взволнованы, потому что никогда раньше не летали на самолете.

7. Днем он потерял все деньги, которые выиграл утром.
 8. К тому времени, когда приехала полиция, преступник сбежал.
 9. Фильм закончился к 9 часам.
 10. К тому времени, как Джордж вернулся, он заработал достаточно денег, чтобы купить дом.
 11. Когда они ушли, он начал писать письмо.
 12. Я закончил работу прежде, чем он возвратился.

13. Future Forms

The English language has several forms that can refer to the future: *will (do)/ be going to (do)/ the Present Continuous tense, the Future Continuous tense and some others.*

- E.g.** I will return next spring.
 She is going to study Spanish.
 They are coming to our place tonight.
 She will be doing the washing-up tomorrow afternoon.

1. Future Simple

	I, WE, YOU, HE, SHE, IT, THEY
Positive	I will (shall) work.
Negative	They will not (won't) work.
Questions	Will they work? Yes, they will . No, they won't . Where will they work?

Will is more common than *shall*.

The Future Simple tense is used to show future time. It expresses a future fact or prediction. The following words and expressions may be signals of the future simple tense: **tomorrow, the day after tomorrow, next week (year, etc.), in a few days (two, three days, etc.), one of these days, etc.**

- E.g.** It will be hot and sunny tomorrow.
 Next week she will be in Rome.

Note: after *if, when, after, before, while, until / till, as soon as* we don't use the Future Simple tense.

- E.g.** He won't return until you leave.
 He will be angry if you don't come on time.

We often use the Future Simple tense to express a decision or intention made at the moment of speaking.

- E.g.** I'll call you back in a minute.

2. Be going to (do)

	I	WE, YOU, THEY	HE, SHE, IT
Positive	I am going to travel.	We are going to travel.	He is going to travel.
Negative	I am not going to travel.	We aren't going to travel.	He isn't going to travel.
Questions	Am I going to travel? Yes, I am. No, I am not. When am I going to travel?	Are we going to travel? Yes, we are. No, we aren't. When are we going to travel?	Is he going to travel? Yes, he is. No, he isn't. When is he going to travel?

Be going to (do) is used to talk about an intention made before the moment of speaking.

E.g. I am going to sell my car.

He is going to stay with his friends in Paris.

Also **be going to (do)** is used to talk about things which we see are certain to happen.

E.g. I am going to be late. (My work starts at eight. There's only 5 minutes left and I am still at home.)

That child is going to fall. (He is standing on the edge of a cliff...)

3. Present Continuous with a future meaning.

The Present Continuous tense is used to speak about personal arrangements for the nearest future.

E.g. I am visiting the Browns tonight.

What are you doing this week-end?

4. Present Simple with a future meaning.

The Present Simple tense is used to speak about timetables, programmes, etc. (for example for public transport, theatres, etc.).

E.g. The train leaves Moscow at 9 a.m. and arrives in Tver at 11.30 a.m.

What time does the play begin?

The Present Continuous tense is more common for personal arrangements.

E.g. I am meeting my chief tomorrow at 2 p.m.

5. Future Continuous

	I, WE, YOU, HE, SHE, IT, THEY
Positive	I will be doing the work.
Negative	I won't be doing the work.
Questions	Will you be doing the work? Yes, I will . No, I won't . What will you be doing ?

It is used to talk about an activity that will be in progress at a point of time in the future.

E.g. Don't come at nine. I will be taking a bath at that time.

Tomorrow at 5 o'clock in the afternoon he will be working in the garden.

Also you can use the Future Continuous tense to talk about a planned or decided future activity, especially if it happens regularly, in the natural course of events.

E.g. I will be working in the library later. (I usually do it at this time of the day.)

Ex. 1. Put the following sentences in the negative and question forms (yes/no questions).

1. He will win the competition.
2. She will do her homework.
3. Your clothes style will change.
4. He will be here at 5 o'clock tomorrow afternoon.
5. The weather will be nice tomorrow.
6. Perhaps she will visit some countries this summer.
7. There will be a great dispute among them.

Ex. 2. Put the verbs into the correct form.

1. Before you ... (go) to Paris next week, I hope you ... (see) your parents.
2. If you ... (not to leave) on time, you ... (be) late.
3. I ... (buy) meat if I ... (go) to the supermarket.
4. I am afraid I ... (not to recognize) Peter when I ... (see) him again.
5. If it ... (snow) a lot, I think I ... (stay) at home.
6. I ... (be) very happy if my favourite football team ... (win).
7. If you ... (put) some more sugar in this tea, he ... (drink) it.
8. I ... (not to stay) in town if it ... (be) warm tomorrow.
9. As soon as I ... (return) home from my holiday I ... (get) back to work.
10. I ... (not to give) her the keys until she ... (promise) to be more careful with them.
11. I ... (speak) to her after she (finish) her work.
12. Before I ... (leave) I ... (have) a look at these articles.

Ex. 3. Make one sentence from two sentences

1. You will run short of money soon. I will lend you some money.
I when
2. He will study mathematics and physics. Then he will train as a pilot.
He after
3. Ask John to fix the TV. You will be able to watch it then.
You as soon as

4. In a couple of years our children will leave home. Then we'll buy a smaller house. We after

5. Jane will stay with her aunt in America in July. Then she will spend a few weeks in Spain. Jane before

6. We will make our decision. Then we will inform you of it. We as soon as

7. I will look over all my presents. The next day I will write my Christmas letters. I when

8. First he will meet all his business partners. Then he will attend the press conference. He after

Ex. 4. Are you (your friend, your parents) going to do/ not going to do these things tomorrow?

1. cook a meal
2. revise English grammar
3. go to the pub
4. give a party
5. watch TV in the morning
6. decorate the house
7. do some jogging
8. miss the classes
9. make sandwiches for your whole group
10. bring photos to show all your fellow-students

Ex. 5. Put the verb in the correct form using *will* or *going to*.

1. – \$10 is not enough to do all the shopping.
– I ... (take) \$50 then to buy all I need.
2. – Oh! Your hair is so dirty! Why don't you wash it!
– Really? I ... (wash) it right now.
3. – How much does he weigh?
– He weighs more than 100 kilograms. He ... (lose weight).
4. – What are your plans for the weekend?
– I ... (paint) the ceiling.
5. – I saw Jim in the park. He was sitting on the grass and reading something.
– Oh, yes, I know. He... (take) his final exams.
6. – Hey, Mom, the phone is ringing and I am having a shower!
– Ok, I ... (answer) it.
7. – Could you give Tom a message?
– All right, I ... (see) him this afternoon.
8. – Could you give Tom a message?
– OK, I'm seeing him this afternoon, I ... (do) what you ask me to.
9. – Did you send that fax for me?
– Oh, I'm sorry. I forgot. I... (do) it now.
10. – He isn't a pleasant person.
– Don't say bad things about him. I ... (marry) him.

Ex. 6. What will these people be doing tomorrow from 8 till 8-30 in the morning?

1. Carol / have / breakfast.
2. Jim / jog / in the park
3. Barbara / wash / the dishes.
4. George / speak / on the phone.
5. Tom / shave / wash.
6. Tim / do / morning exercises.

Ex. 7. Write some sentences about your plans for the next few days.

1. I am learning new English words.
2. I am spending several hours in the library.
3.
4.
5.
6.
7.

Now ask some other students in your group about their plans for the nearest future.

1. you / go out / tonight?
2. you / spend / a few hours at the disco club?
3. you / have / a party at the weekend?
4. what / you / do / tomorrow evening?
5. what / you / do / at the weekend?
6. you / stay / with your parents at the weekend?
7. you / go / to the cinema this week?

Ex. 8. Choose the correct verb form in the following pairs of sentences.

1. Have you booked a hotel?
 - a) Yes, we have, we'll go to Spain.
 - b) Yes, we have, we are going to Spain.
2. Oh, the sky is full of clouds.
 - a) Yes, the weather forecast says it's going to rain.
 - b) Yes, the weather forecast says it will be raining.
3. We have run out of petrol.
 - a) Well, we'll fill the tank at the nearest station.
 - b) Well, we are going to fill the tank at the nearest station.
4. You can't leave early!
 - a) Yes, I know. We are having a meeting.
 - b) Yes, I know. We'll have a meeting.
5. Oh, I've spoilt the soup. I've put too much salt in it!
 - a) What is your husband saying?
 - b) What will your husband say?

6. Don't get up early tomorrow. You have nothing to do.
 - a) I am meeting my manager at 9 a.m..
 - b) I will meet my manager at 9 a.m.
7. I will get to the airport at three.
 - a) My brother will be waiting for you there.
 - b) My brother is waiting for you there.
8. Please, keep it secret.
 - a) We are not telling anyone.
 - b) We won't tell anyone.
9. Tom has just bought a painting.
 - a) Where will he put it?
 - b) Where is he putting it?
10. Could you go out with me tonight?
 - a) Sorry, but Jack is taking me to the cinema.
 - b) Sorry, but Jack will take me to the cinema.
11. I am going to the cinema tomorrow.
 - a) The film will start at 7.00.
 - b) The film starts at 7.00.

Ex. 9. Translate the following sentences from Russian into English.

1. Я позвоню тебе, если я буду задерживаться.
2. Если он встанет рано, он поработает над этой статьей.
3. Если ты не будешь внимательным, ты потеряешь эту работу.
4. Когда ты будешь уходить, не забудь выключить телевизор.
5. До того как мы посетим Прагу, мы пробудем несколько дней в Варшаве.
6. Я буду очень удивлен, если они поженятся.
7. Как только у нее будут деньги, она купит этот пылесос.
8. Я возьму два полотенца, если ты пойдешь со мной в бассейн.
9. Анна поможет тебе, если у тебя будут проблемы с домашней работой.
10. Как только ты закончишь свою работу, мы пойдем в кино.
11. Ты завтра уезжаешь? Во сколько отправляется поезд?
12. – Мы можем встретиться в понедельник?
 – К сожалению, нет, я встречаю Юлию в аэропорту.
 – Как насчет вторника?
 – Нет, только не во вторник. Во вторник я играю в футбол в нашей университетской команде.
 – Как насчет среды?
 – Боюсь, что в среду я тоже не могу. Я иду с мамой в театр.
 – Но в четверг ты свободен?
 – Четверг трудный день, я работаю до 9.
 – Но в пятницу я занята: я уезжаю на выходные за город.
 – Тогда встретимся на следующей неделе.

14. Revision of Tenses

Ex. 1. Put the verbs in brackets into the correct tense.

1. Tom (come) to see us next week.
2. While she (cross) the road, she (slip) and (fall).
3. I wonder when they (be) back.
4. What (happen) to him yesterday?
5. You (read) this book yet? – I (begin) it last week and just (finish) it.
6. Tomorrow afternoon at this time we (fly) over the Black Sea.
7. His train (leave) at eleven.
8. When he usually (come) home?
9. “Do you know the man?” “I (meet) him.”
10. He was pleased to meet Dave again. He (know) him for ten years.
11. When he (see) Bill he (come) up to him.
12. They (finish) building the house by the end of last month.
13. It is starting to rain. In this case we (take) a taxi.
14. If he (come), I (see) him in my office.
15. She (translate) the text for two hours.
16. They (move) to their London house last week. They (not to buy) new furniture yet.
17. I (drive) along a country road when I (see) a telephone box.
18. I (take) my wife out tonight. She (not to have) any fun for a long time.
19. I know you are staying with your friends. How long you (stay) with them?

Ex. 2. Translate the sentences into English.

1. Она обычно заканчивает работу в 7 часов.
2. На прошлой неделе мы были в театре.
3. Сейчас я читаю очень интересную книгу.
4. Вы уже видели его новую картину?
5. Он никогда не был в Африке.
6. Мы обсуждаем этот вопрос с 11 часов утра.
7. Вы будете завтра дома с 9 до 11?
8. Она жила в Чикаго, когда была маленькая.
10. Майкл живет в центре Лондона в большой квартире.
12. Ты купил эту машину в прошлом году?
13. Вы давно меня ждете?
14. Мой друг – врач. До того, как он стал врачом, он закончил университет.
15. Я не буду покупать этот костюм. Мне он не нравится.
16. Они закончили работу вчера к шести вечера.
17. Вы Мэри? Мы ждем Вас с утра.
18. Я знаю его три года.
19. Вчера мы были на дне рождения Питера, но мы не видели вас там.

20. Я уже давно тебя не видел. Что ты делал все это время?
 21. Смотри! Наш новый начальник входит в офис.
 22. Она всегда опаздывает на работу.
 23. Что вы будете делать, когда закончите школу?
 24. Где вы купили этот компьютерный стол?
 25. Завтра в это время я буду лететь в Лондон.

15. Modal Verbs (Basic Rules)

They are known as modal auxiliary verbs because they “help” other verbs.

E.g. You must do it.

I can play tennis.

The prices may rise soon.

A modal verb has the same form in all persons.

E.g. I/ you/ he/ she/ it/ we/ they can swim.

Positive	Negative	Questions
I can come.	I can't (cannot) come.	Can I come?
I could come.	I couldn't (could not) come.	Could I come?
I must come.	I mustn't (must not) come.	Must I come?
It may rain.	You may not park here.	May I go home?
You should see this film.	You shouldn't (should not) see this film.	Should I see this film?

Modal auxiliary verbs have no infinitives or participles, “**must**” doesn't have a past form, “**could**” is used with a past meaning only in some cases. Instead we use other expressions:

Must —> have to...

Can/ could —> be able to...

1. Can – could – be able to...

We use “**can** (present)/ **could** (past)” to say that something is possible or that someone has the **ability** to do something.

E.g. I can speak three foreign languages.

I'm afraid I can't help you with this work.

When I was young I could swim very fast.

Be able to is sometimes possible and sometimes necessary instead of **can / could**. Study how they are used in the present, past and future.

Present.

Compare: I can speak Greek.

I am able to speak Greek.

Both variants are possible, but “**can**” is more usual than “**be able to...**” in the present.

Past.

“**Could**” is used with a past meaning:

With the following verbs: see, hear, smell, taste, feel, remember, understand;

E.g. I could see that nobody wanted to join us.

To say that someone had the general ability to do something.

E.g. My grandmother could speak Italian.

But! We don’t use “could” to say that we managed to do something on one occasion. Instead we use “was/ were/ able to...” or “managed to...”

Compare:

When I was 5 I could swim well.

I was able to swim across the river in our village.

She could read when she was 6.

She was able to read a novel by A. Christie in one week.

The negative “couldn’t” is possible in all situations.

E.g. He couldn’t swim (general ability).

He couldn’t get to the station in time (he didn’t manage to do it).

Future. Speaking about the future we have to use **will be able to**.

E.g. One day I will be able to return here.

Ex. 1. Can you do these things? Say (write) sentences about yourself.

Use **I can** or **I can’t...**

1. (swim) I can’t swim.
2. (skate)...
3. (roller-skate)...
4. (play chess)...
5. (speak French)...
6. (drive)...
7. (ride a horse)...
8. (do rafting)...
9. (cook)...

Now ask your partner if he/ she can do these things.

Ex. 2. Could you do these things when you were six years old? Say (write) sentences about yourself. Use I could or I could not....

1. (make a bed) I could not make my bed.
2. (boil an egg)...
3. (peel potatoes)...
4. (ride a bicycle)...
5. (start a car)...
6. (dance)...
7. (speak English)...

8. (draw)...
9. (knit)...
10. (count up to 100)...

Now ask your partner if she/ he could do these things.

Ex. 3. Fill in the following spaces using *can* for present, *could* for past and *will be able to* for future.

1. I think I ... speak Spanish quite well in a few weeks.
2. I ... speak Italian quite well when I lived in Rome.
3. I ... type but I don't like it.
4. When I pass my driving test I ... to go anywhere by myself.
5. When the fog melts we ... to see where we are.
6. When I was a child I ... spend hours playing with toy-cars all by myself.
7. He ... already walk when he was nine months old.
8. The view is wonderful, you ... see mountains from the window.
9. You are speaking so fast that I ... hardly follow you.
10. She ... to walk again in a few days.

Ex. 4. Complete the sentences with *could/ couldn't/ was/ were able to*.

1. He ... repair the bicycle but it took him a long time.
2. He ... understand what she was talking about.
3. He ... help me because he himself was seriously ill.
4. After a ten-mile run I practically ... move my legs.
5. ... you speak Spanish before you moved to Madrid?
6. At last I ... to explain to her what had happened.
7. I ... swim across the river but it turned out to be harder than I had expected.
8. We saved a lot and finally ... to buy a country house.
9. At school she ... run faster than anyone else.
10. It took us a long time but we ... to find the necessary address.
11. When I arrived everybody was asleep but fortunately I ... to wake my mother and she let me in.
12. He ... leave the country because the police had taken his passport.
13. I ... to repair the bicycle because I had the right tools.
14. She wanted to go to the cinema but we ... get tickets.
15. Though she was very tired she ... to finish her work.

2. must – have to – be to

We use “**must**” to say that it is **necessary** to do something (express **obligation**).

E.g. The floor is dirty. You must sweep it.

Both **must (do)** and **have to (do)** express a strong obligation.

There is a difference between them. With **must** the speaker expresses his own opinion.

E.g. I must stop eating cakes. (I want to).

Have to expresses a general obligation based on a law or rule.

E.g. I have to stop drinking. (Doctors order me to)

Generally, **have to** is used more often than **must**. If you are unsure which to use, it's safer to use **have to**.

Unlike **must** (present) **have to** can be used in all forms.

E.g. I had to talk to her yesterday.

E.g. Have you ever had to stay at work for 16 hours?

Note that we use **do/does/did** with **have to** in present and past questions and negative sentences.

E.g. John doesn't have to do his homework.

E.g. Do you have to pay extra money for this service?

E.g. They didn't have to spend too much time there.

E.g. Did she have to look after her aged uncle?

The negatives **mustn't** and **don't have to** are completely different.

Mustn't expresses negative obligation – it's important not to do smth.

E.g. You mustn't offend children. It is disgusting.

E.g. You mustn't play with the gun. It's dangerous.

Don't have to expresses the absence of obligation – you don't need to do something (you can if you want but it isn't necessary).

E.g. You don't have to stay here till 10, you can leave earlier.

Be to is used in formal instructions.

E.g. No one is to enter this room (No one must enter this room).

You are not to leave this room.

Also we use this structure to talk about official plans and fixed personal arrangements.

E.g. The delegation is to arrive in September.

The clerk said the plane was to arrive two hours later.

Are you to write this article on Friday?

Ex. 5. Put in *must* or *have to*.

1. This is a great film. I ... see it.
2. My hair is dirty. I ... wash it.
3. Your hair is dirty. You ... wash it.
4. You're ill. You ... to stay in bed.
5. I am feeling so bad. I ... stay in bed.
6. I have a headache. I ... go and see the doctor.
7. I ... to go to work by 9 o'clock.
8. I ... to go to Paris for a meeting.

Ex. 6. Put in *must* or *had to*.

1. She ... leave home at 6 every morning last year.
2. When his eyesight was bad he ... wear glasses all the time.
3. When our typist was on holiday I ... do all the typing at my office.

4. The windows are so dirty. I ... clean them.
5. We ... hurry, or we might be late.
6. I never remember his address, I always ... look it up.
7. It was raining and we ... wait for a taxi for half an hour!
8. As I was late for the bus I ... take a taxi.

Ex. 7. Make questions with *have to*.

1. "She has to leave early". What time does she have to leave?"
2. "She felt ill and had to leave early". Why"?
3. "He has to cook his own meals. His wife is away. Why"?
4. "I have to get up early tomorrow." What time"?
5. "We had to pay a lot of money for the license. How much"?
6. "Ben has to work tonight. Why"?
7. "He has to stay alone till his mother returns. How long"?
8. "We have to carry everything home ourselves! How many things exactly"?
9. "I had to ask a policeman the way. Why"?
10. "She has to answer a lot of questions every day. How many questions"?

Ex. 8. Make negative sentences with *have to*.

1. "Do you get a pension?" "I'm rich so I don't have to get it."
2. "Does he go on working?" "He has already reached retiring age so he"
3. "Do you water your plants every day?" "They don't need very much water so I"
4. "Does she get up early every day?" "She doesn't work every day so she"
5. "Is it necessary for us to report this accident to the police?" "No, we"
6. "Shall I drive you to the station?" "No, I can get a taxi, you"
7. "Does he work hard?" "He is quite well-off, so he"
8. "Did you make a speech?" "Everybody was in a hurry, so I"
9. "Did you walk?" "My cousin had a car, so we"
10. "Do you wear a uniform at school?" "No, our head master doesn't insist on it, so I"

Ex. 9. Underline the correct verb form.

1. Cars *mustn't / don't have to* be parked in front of the entrance to the university.
2. Your guests *mustn't / don't have to* ask for permission to stay in your room after midnight.
3. You *mustn't / don't have to* tell anybody what I've told you. It's a secret.
4. We *mustn't / don't have to* rush. We have plenty of time.
5. You *mustn't / don't have to* rush. You may feel bad.

6. You *mustn't / don't have to* put salt in his dishes. Salt is very bad for his health.
7. You *mustn't / don't have to* water the flowers. It has just rained.
8. We *mustn't / don't have to* tell him the truth. It might kill him.
9. We *mustn't / don't have to* tell him a lie. He already knows everything.
10. You *mustn't / don't have to* write to him, he is coming tonight.

Ex. 10. Make the following sentences interrogative.

1. He is to be married next month.
2. The expedition is to start in a week's time.
3. He was to come to the office at 10.
4. He was to speak to Mr. Blake.
5. He was to phone Mrs. Brown.

Now ask your friend what he was to do yesterday.

3. may – might

1. We use **may / might** to say that something is a possibility now or in the future.

E.g. He may be ill. = He might be ill.

It may not / might not (mightn't) rain today.

2. We also use **may / might** to give and ask for permission.

E.g. You may stay out late today.

He may not go out.

May I come in? (= Can I come in?) – Yes, of course.

Ex. 11. Re-write the sentences using *may/might/may not/might not* in the way shown.

Perhaps he is at home. – He might be at home.

1. Perhaps he is at work.
2. Perhaps she does not like this music.
3. Perhaps she is in New York now.
4. Perhaps he doesn't want to stay with his aunt.
5. Perhaps they live in Moscow.
6. Perhaps she is busy.
7. Perhaps he will come home soon.
8. Perhaps they don't study hard.

Ex. 12. Answer the questions using *may/might*.

1. Where are you going for the weekend?
2. What is she going to do when she leaves college?
3. Who is coming to see you?
4. Where are you going to do your shopping?
5. What sport are you going to take up?
6. What are you going to have for lunch?

7. When will you come home tonight?

8. How are you going to get to Sochi?

4. Should (do)

We use it to give advice.

E.g. You should use the Internet to find the material. = It's a good idea to use the Internet to find the material.

Ex. 13. You are giving advice to a friend. Use *should, shouldn't*.

1. You ... work so hard, it's dangerous for your health.
2. You ... ride a horse at night if you are not very good at it.
3. You ... buy a new camera before your trip to Africa.
4. You ... look for a new job if you want a pay rise.
5. You ... visit this very interesting museum.
6. You ... do an English course if you are planning to work abroad.
7. You ... talk so much.
8. Your bike is very old. I think you ... sell it.
9. You ... learn to drive, you may need this skill.
10. He doesn't look well. He ... go to the doctor.

Ex. 14. Complete the following sentences with your own ideas.

1. I think people should ...
2. I don't think children should ...
3. I think everybody should ...
4. My mother should ...
5. My friend should not ...
6. I really should ...
7. I should not ...

Ex. 15. Complete the sentences with *can, could, be able to, must, have to, mustn't, couldn't, had to, don't have, may (might)* in appropriate forms.

1. You ... come into the study when your father is working.
2. I ... go on an excursion with them, I ... get ready for my exams.
3. It has rained a lot, so we ... water the garden.
4. I haven't decided yet. I ... buy a Ford or a VW.
5. I ... cook breakfast for the whole family, nobody else will do it.
6. I think I ... speak French well in a few months.
7. ... I have a word with you? – Certainly.
8. I am not sure, but he ... be out.
9. I am free at the weekend so the children ... stay with me.
10. He ... speak Spanish well when he was only 4.
11. We don't have exact plans for tomorrow. We ... play tennis or we ... go for a swim.
12. He ... mend his car but it took him a lot of time.
13. I am tired. I ... go to bed early.

14. You ...knock before you come into my room. I am glad to see you any time.

Ex. 16. Translate from Russia into English, using various modal verbs.

1. Вам следует взять отпуск.
2. Скажи Петру, что он должен немедленно привести в порядок комнату.
3. Малыш умел ездить на велосипеде уже в три года.
4. Вам придется поговорить с ним, если вы хотите решить эту проблему.
5. Макс сумел проверить результаты работы, хотя у него было мало времени в лаборатории.
6. Вам не следует приезжать в офис в среду, мы будем очень заняты.
7. Мне пришлось встретиться с ними, чтобы обсудить ключевые проблемы.
8. Я не знаю, где он. Он может быть дома или на работе.
9. Вы должны были сделать все задания за два дня или за три?
10. Вам пришлось присутствовать на выставке лично из-за болезни вашего менеджера?
11. Могу я переговорить с вами по телефону?
12. Почему вы должны были лететь в Лондон в выходные дни?
13. Почему ему не следует вести машину так быстро?
14. Он не знает, куда поехать отдохнуть. Он может поехать в Англию или во Францию.
15. Я не мог участвовать в конференции и очень жалею об этом.
16. Почему вы не смогли принять решение без меня?
17. Мне следует надеть галстук в ресторан.
18. Детям нельзя разговаривать с незнакомыми.
19. Ему не нужно обсуждать все детали контракта, мы это уже сделали.
20. Я должен показать какой-нибудь документ, прежде чем войти?
21. Ей нет необходимости работать, она получает большую пенсию.
22. Ему нельзя громко разговаривать, когда родители работают в соседней комнате.

16. Questions in Different Tenses. Revision.

There are four types of questions:

1. general
2. special
3. alternative
4. tag-questions

1. General Questions

They begin with an auxiliary verb (Yes / No questions)

Tense	Question
Present Simple	Do you (we, I, they) live in Moscow / Does he (she, it) live in Moscow? Are you (we, they) (a) student(s) / Is he (she, it) a student?
Present Continuous	Are you (we, they) working now? / Is he (she, it) working now? Am I working now?
Present Perfect	Have you (I, we, they) been to London? / Has he (she, it) been to London?
Present Perfect Continuous	Have we (you, I, they) been waiting here long? / Has he (she, it) been waiting here long?
Past Simple	Did I (we, you, etc) see Tom yesterday? Were you (we, they) at home yesterday? Was he (she, it, I) at home yesterday?
Past Continuous	Were you (we, they) watching TV at 7 o'clock yesterday? Was he (she, I, it) watching TV at 7 o'clock yesterday?
Past Perfect	Had you (we, I, etc.) done the work by the time the boss came?
Future Simple	Will I (we, you, he, etc.) stay at home tomorrow?
Future Continuous	Will I (we, you, he, etc.) be working all day tomorrow?
Modal Verbs	Can you help me? Must he send you the documents?

2. Special Questions

They begin with a question-word (**why, who, what, where, when, how, whose, which**) or word-combinations: **how + adjective / adverb; what + noun**

Tense	Questions
Present Simple	Why do you like abstract art? does he Why are they busy? is he
Present Continuous	What are you doing now? is he
Present Perfect	How many letters have you sent yet? has he
Present Perfect Continuous	How long have they been studying English? has she

Past Simple	Who did he, you see at the meeting yesterday? they, etc.
Past Continuous	What were you, they doing when we arrived? was he, she, it
Past Perfect	Where had he she lived before he (she, they) moved to Paris? they, etc.
Future Simple	What will you, he do in summer? they, etc.
Future Continuous	you Where will they be staying while in Moscow? he, etc.
Modal Verbs	Where can I leave my bags? When should they contact you?

Note! If a question has a preposition, it is usually put at the end of the sentence.

E.g. : She was talking **to** an old friend.

Who was she talking **to**?

He is looking **at** his girl-friend.

Who is he looking **at**?

This present is **for** Kate.

Who is this present **for**?

They talked **about** politics.

What did they talk **about**?

She was **with** her mother.

Who was she **with**?

3. Alternative questions

They begin with an auxiliary verb and have **or** + an alternative

E.g. : Do you like classical **or** pop music?

Have you bought five **or** six cakes?

Did they stay in London **or** in Brighton?

4. Tag-questions

They are formed with the auxiliary verb, used to form general questions in each grammar tense. If the sentence is positive, the tag-question is negative and if it is negative, the tag-question is positive.

E.g. : He likes cats, **doesn't** he?

They are not our students, **are** they?

She has been working here for five years, **hasn't** she?

There are no armchairs here, **are** there?

But! I am right, **aren't** I?

We put the tag-question "**will you**" at the end of a request to make it more polite.

E.g. : Close the door, **will you?**

We put the tag-question “**shall we**” at the end of a question if it is a suggestion to do something together.

E.g. : Let’s go to the garden to have tea, **shall we?**

Questions to the subject of the sentence or its attribute.

Questions to the **subject** of the sentence or **its attribute** begin with **who, what, which, whose**. They don’t change the structure and word order of the sentence.

E.g. She was there with us.

Who was there with us? – She was.

E.g. Who **has** done this exercise? – We **have**.

E.g. Two of them liked our proposal.

Which of them liked our proposal? – Two of them did.

Remember: “Who” is always singular.

Questions to the subject and object of the sentence

If the subject and object of the sentence are personal nouns the question starts with “who”, but the word order is different.

Compare:

E.g. Mary saw Claire at the station.

Who saw Claire at the station? – Mary did.

Who **did** Mary see at the station? – Mary saw Claire.

Ex. 1. Put general questions to the following sentences.

1. Peter studies French at the University of Sorbonne.
2. Our house is not far from the Central Park.
3. Tom’s parents have lived in London all their life.
4. She graduated in 1986.
5. I am late.
6. They prefer tea with milk.
7. The boys are playing football in the yard.
8. He will try to enter Oxford University.
9. The workers have been building this store for 2 years already.
10. The guests had left when I came.
11. The children were excited to see Mickey Mouse.
12. This time tomorrow he will be swimming in the Red Sea.
13. He could surf when he was only 10.
14. You must leave your camera at the Security!
15. You may stay here.

Ex. 2. Put special questions to the following sentences.

1. Tom went to the bank yesterday. When...? Where...?
2. Kerry studies at London University. Where...?
3. They have just shown us five new dresses. How many...?
4. She was very upset. Why...?
5. They are staying with an English family. Who... with?

6. He has been working here for 20 years. How long...?
7. I'll be redecorating my flat in June. What...? When...?
8. She had spent \$1000 by the time she finished shopping. How much...?
9. They were talking about their holidays when I came in. What... about? When...?
10. She cooks this curry in a special way. How...? What...?
11. He was in the country last weekend. Where...? When...?
12. You can stay at the Metropol Hotel. Where..?
13. My friend lived in the USA a few years ago. Where...? When...?
14. He uses the Internet for his studies. What...?
15. The students must obey the university rules. What...?

Ex. 3. Put special questions with a preposition to the following sentences.

1. She was talking to her colleague.
2. We are waiting for John.
3. He is looking for his mobile phone.
4. They were at the seaside with their parents last summer.
5. This letter is for Kate.
6. They spoke about their last concert.
7. I went to the club with my boy-friend.
8. The new film will be about the wildlife of Australia.
9. I'm going to talk to her on Monday.
10. I'm dreaming of buying a flat of my own.
11. She is interested in History.
12. He was afraid of that big dog.
13. They are preparing for an exam.
14. I've taken this basket for the mushrooms, if we find any.
15. They stayed at the Browns'.
16. Debbie looked at John.
17. He should take care of his eyes.

Ex. 4. Put questions to the subject of the following sentences.

1. He wanted to take the documents with him.
2. They have just come back.
3. I don't like roses.
4. We are planning to buy a new house.
5. She didn't do anything.
6. Somebody has taken my pen.
7. She will stay here till 5 o'clock.
8. Mike told me not to come here today.
9. Her bicycle has been stolen.
10. Her wish to see the world made her go on this trip.
11. My parents were in London in winter.
12. Jack could read at the age of three.

13. Somebody likes him.
14. Something happened last autumn.
15. Somebody saw him in the street.
16. Somebody will pick you up at the airport.
17. Something is happening now.

Ex. 5. Put questions to the underlined words.

1. She graduated in 1986.
2. They have been reconstructing the supermarket since October.
3. He took all the money.
4. I liked the concert very much.
5. They are going to buy a Ford.
6. I stayed with a British family last summer.
7. He is looking at my new dress.
8. I have always loved the Beatles because they are good musicians.
9. I spent \$1000 on the repairs of my country house.
10. I cooked the cake for Pete yesterday.
11. Jack is 23 years old.
12. He usually starts work at 9.30.
13. Nobody saw the yellow Peugeot.
14. He saw nobody in the car.
15. I like tea.
16. Ben invited Liza to the movies.
17. Ben invited Liza to the movies.
18. He was in hospital a week ago.
19. We can discuss it later.

Ex. 6. Put alternative questions to the following sentences. Use the key-words in brackets.

1. He went there for 2 weeks. (alone / with his wife)
2. They have been studying since September. (English / French)
3. I have bought potatoes. (10 kilos / 6 kilos)
4. She is a student. (a first-year / a second-year)
5. They will travel to Namibia. (by plane / by car)
6. He is watching a film now. (video / DVD)
7. She had cooked everything by the time they got back. (soup / pizza)
8. I will be staying at the Metropol for (3 days/ 5 days)
9. He goes in for sports. (tennis / swimming)
10. We are singers. (a pop-group / a rock-group)
11. They are coming next week. (on Friday / on Saturday)

Ex. 7. Put tag-questions to the following sentences.

1. You are Mrs. Johns, ...?
2. His name is Michael, ...?
3. Bring me some tea, ...?

4. They live in Paris, ...?
5. She doesn't enjoy hitch-hiking, ...?
6. She has never been to Moscow before, ...?
7. He came back only yesterday, ...?
8. They were in the garden when it happened, ...?
9. There are 15 students in your group, ...?
10. I am the boss, ...?
11. You are not afraid, ...?
12. That wasn't my fault, ...?
13. Let's stay here for a while, ...?
14. Bob hasn't called yet, ...?
15. Let's have a walk around the lake, ...?
16. You can speak three languages, ...?
17. I mustn't tell her about it, ...?

Ex. 8. Translate the following questions into English.

1. Кто взял мою тетрадь с лекциями?
2. Вы видели последний фильм Люка Бессона?
3. Где он обычно проводит свой отпуск?
4. С кем ты ходил на дискотеку?
5. Сколько времени тебе нужно, чтобы добраться до центра города в час пик?
6. Далеко отсюда до Красной площади?
7. Сколько человек было на вашей свадьбе?
8. С кем она разговаривает?
9. Они сейчас в Москве или за городом?
10. Давно ждете?
11. Кто видел Лесли сегодня?
12. Что вы собираетесь делать на каникулах?
13. О чем ты думаешь?
14. Чем занимается его компания?
15. Почему она не позвонила нам до сих пор?
16. Вы когда-нибудь присутствовали на переговорах?
17. Вы будете свободны завтра или в субботу?
18. Вы будете обедать здесь или пойдете в кафе?
19. Что заставило ее передумать?
20. Вы не могли бы закрыть окно?
21. Пойдем сегодня в кино, а?
22. Он – коммерческий директор Ашана, не так ли?
23. Вы были дома вчера, не так ли?
24. Он предпочитает чай или кофе?
25. Я ведь прав, не так ли?
26. Он ничего еще не знает, да?
27. Когда вы обычно возвращаетесь из института?
28. Кто Ваш генеральный директор?

29. Где ты был вчера вечером?
30. Для кого эта посылка?
31. Что вы решили?
32. Как долго вы планируете пробыть в Москве?
33. Что вы думаете об их предложении?
34. Кто звонил Бену?
35. Кому звонил Бен?
36. Кого ты пригласил на день рождения?
37. Кто пригласил тебя на эту вечеринку?
38. Мы должны пригласить г-на Брауна на встречу.
39. Вам следует связаться с секретарем.
40. Он не может приехать во вторник.

17. Reported Speech

In Reported Speech we use the back shifting of the tenses if the main clause is in the past.

Direct Speech	Reported Speech
Present Simple	Past Simple
Present Continuous	Past Continuous
Past Simple	Past Perfect
Present Perfect	Past Perfect
Past Perfect	Past Perfect
Will	Would
Can	Could

The examples of **reported statements**.

E.g. I am busy. – He knew that I was busy.

I made a mistake. – I said that I had made a mistake.

It will rain. – She thought that it would rain.

Reported questions lose the question word order.

E.g. Where do you live? – She asked me |
wondered | where I lived.
wanted to know |

We use **if** or **whether** for general questions.

E.g. Have you written the article? – She asked me if (whether) I had written the article.

We use the infinitive in reported speech especially with **tell** and **ask** (for orders and requests).

E.g. Come at five. – She asked him to come at five.

Don't go there. – He told me not to go there.

DON'T FORGET ABOUT THE FOLLOWING CHANGES:

Direct Speech	Reported Speech
this (these)	that (those)
now	then
today	that day
yesterday	the day before
tomorrow	the next day
ago	before
here	there
last	the previous
in	later
next	the following

Ex. 1. Put the following statements into Reported Speech.

1. "The train stops at every station" – she said.
2. "This man doesn't know what he is talking about" – the boy said.
3. "He will come later today" – she said.
4. "It was you who started the argument yesterday" – said the husband.
5. "I won't go" – my friend said.
6. He said: "I have spoken to the manager about the terms of delivery."
7. John said: "I have been waiting for you since 5 o'clock."
8. The manager said: "I will sign the contract in the evening."
9. The student said: "I can't answer your question."
10. My sister said: "If the weather is bad, we will stay at home."
11. He said: "I want to speak to you."
12. The officer said: "We have finished our work."
13. He said: "I will do it at once."
14. The teacher said: "This exercise is very easy."
15. He told his friend: "I met him last year."
16. The boss said: "I am going to London tomorrow."
17. Mary told me: "I have never been here before."
18. The secretary said: "I was ill yesterday."
19. The girl told her friend: "I have been waiting for you since two o'clock."
20. The American businessman told me: "I'll come as soon as I can."
21. He said: "I'm afraid I can't go there now but I will probably be able to go there tomorrow."
22. The patient said: "I have been very ill, but I am feeling much better."
23. The shop assistant said: "The price does not include the cost of packing."
24. The sales representative said: "We must send the goods at the end of August."
25. The boss said: "I must sign the letters before I leave."

Ex. 2. Report the following commands and requests.

1. Don't swim too far.
2. Go to the blackboard.
3. Don't forget to bring your books tomorrow.
4. Turn to the right.
5. Pass me the sugar, please.
6. Please, do not leave during the performance.
7. Come over for lunch.
8. Stop talking, please.
9. Open the window, will you?
10. Will you help me carry this bag, please?
11. I don't suppose you could give me a hand with this work, could you?
12. Would you mind not speaking so loudly?

Ex. 3. Report the following special questions.

1. How much did this computer cost?
2. Who wakes you up in the morning?
3. When will they send you the goods?
4. Where were you yesterday?
5. Who is the owner of this car?
6. What is the price of this car?
7. What is he doing now?
8. Why didn't he come to the University yesterday?
9. When are they going to sign the contract?
10. Where is Mr. Brown?
11. Where are you going?
12. How old are you?
13. How long have you been learning English?
14. Why can't you answer this question at once?
15. What will you do if you miss the train?
16. When did you receive our telegram?
17. Where does your friend live?
18. What will you do if you fail your exam?
19. Who do you know in this town?

Ex. 4. Put the following general questions into Reported Speech.

1. Do you go home by bus?
2. Does your father come home earlier than you?
3. Can your friend speak English?
4. Did you study well at school?
5. Will you help me?
6. Are there many students in your group?
7. Did she go shopping last week?
8. Have you signed the contract yet?

9. Will she answer your letter?
10. Was there much snow last winter?

Ex. 5. Choose the correct form of the verb.

1. He asked me when I (come, came, would come) home the next day.
2. She doesn't know if she (will learn, learns) French next year.
3. If he (stays, will stay) for supper, he will meet my parents.
4. One day John asked Mary if she (married, would marry) him.
5. I (will call, call) you when I (return, will return) from London.
6. Ask Mr. Smith when he (returns, will return) from London.
7. If it (stops, will stop) snowing, we (will go, go) for a walk.
8. Ann asked her sister if she (would be, was, will be) busy all day.
9. He wanted to know when they (would finish, finish, finished) their work.
10. He said that when he (would finish, finished) his work, he (would help, helped) us.

Ex. 6. Put the following dialogues into reported speech with the introductory verb in the past.

1.

Mother: What is the matter, Mary? Why are you looking so surprised? Has anything happened to you?

Mary: Who went out of the room just now? Was it George?

Mother: Did anyone really go out of the room? How did you see? You were up in your bedroom.

Mary: I have just come downstairs.

Mother: Why do you want to know who went out? Do you want to find George?

Mary: Why should I find him? I am just interested to know who went out.

2.

John: Are you still studying French?

Mary: Yes, but I don't have enough time for it. I have so many other things to do.

John: It's the same with me. I can read French now without much difficulty, but I still find it rather difficult to speak French. And I don't always understand people when they speak French to me.

Mary: We don't hear French spoken enough, I suppose. Do you listen to any French programmes on the radio?

John: Yes. That helps me to understand spoken French but not to speak French.

Mary: We must speak French all the time.

John: Yes. You are right. It's the best way to master a language.

3.

Young wife: Do you think I'm a good cook, darling?

Husband: I think you are perfect.

Wife: Which of my dishes do you like best?

Husband: Tinned lobsters, my darling.

4.

Father: This is the sunset my daughter painted. She studied painting abroad, you know.

Friend: Oh, that explains everything. I have never seen a sunset like this in this country.

Ex. 7. Translate the sentences into English.

1. Он не знал, будет ли Фил на вечеринке на следующий день.
2. Я подумал, что он устал.
3. Она сказала сыну никуда не ходить этим вечером.
4. Он спросил, где они купили эту машину.
5. Она попросила научить ее плавать.
6. Мой друг поинтересовался, есть ли у меня собака.
7. Она сказала, что была в Англии 2 раза.
8. Джейн хотела знать, сколько комнат в его квартире.
9. Она ответила, что поможет ему, когда вернется.
10. Он спросил, сколько времени я перевожу эту статью.
11. Они сказали, что привезут документы в пятницу.
12. Я спросил, где находится почта.
13. Она поинтересовалась, когда они приедут.
14. Полицейский приказал ему остановить машину.
15. Он сказал, что если она не позвонит, то он не пойдет в кино.
16. Преподаватель попросил студентов выучить диалог наизусть.
17. Она сказала, что знает два иностранных языка
18. Он сказал, что часто видит своих друзей.
19. Он был уверен, что вернется очень скоро.
20. Я думал, что они будут рады вас видеть.
21. Я не знал, что она живет в Лондоне.
22. Я знал, что она жила в Петербурге.
23. Джон знал, что она сердится.
24. Мы были рады, что он получил от нее письмо.
25. Я думал, что они пригласят нас.
26. Клиенты были уверены, что он работает на этой фирме.
27. Отец думал, что сын работает, и поэтому не вошел в комнату.
28. Я думал, что он ждет меня в библиотеке.
29. Я знал, что они придут к соглашению.
30. Менеджер сказал, что они обсудят этот вопрос, как только директор вернется из Лондона.
31. Я думал, что вы позвоните мне, когда получите телеграмму от брата.
32. Мы написали фирме, что мы купим у них этот товар, если они снизят цену.
33. Торговые представители сказали, что мы можем написать отчет только после того, как получим все материалы.

6. There are cheap vegetables on this market.
7. There were difficult tasks in the test.
8. There will be ten guests at the party.
9. There is an interesting film on TV tonight.
10. There are some cups and glasses in the kitchen.

Ex. 2. Use *there* or *it* with a suitable tense-form of the verb *be*.

1. ... much information in this book.
2. ... rather windy today and it's going to rain soon.
3. ... a lot of people in the shop, they are buying Christmas presents.
4. Thank you, ... so nice of you to help me.
5. ... a new hotel in this place next year.
6. I don't want to go to the disco, ... too much noise there.
7. Could you explain this word to me, ... rather difficult to understand.
8. I don't think ... any problems with your visa, we'll make all the arrangements.
9. ... some misunderstanding between us, but now we have clarified all the details.
10. You should take a taxi, ... a long way from here.
11. I'm afraid I can't afford to buy this car, ... too expensive for me.
12. Could you come to my room, ... some important news in the last fax.

Ex. 3. Translate the sentences into English.

1. На улице много машин.
2. В Лондоне сейчас холодно?
3. Было интересно увидеть столько новых людей.
4. Будет трудно найти его.
5. В комнате два кресла.
6. Кресла – в комнате, а стулья – на кухне.
7. Было поздно, и мы пошли домой.
8. Было несколько интересных предложений, но ему они не понравились.
9. В вашем отделе пятнадцать сотрудников?
10. Трудно ответить на этот вопрос.
11. Это трудный вопрос?
12. На столе несколько писем для тебя.
13. Письма на столе – для тебя.
14. Это письмо от Ричарда.
15. Денег нет. Мы не можем купить новую машину.
16. Людей на улице не было, потому что было очень поздно.
17. Скучно смотреть эту передачу.

19. Used to + V

Positive	She used to visit us twice a year.
Negative	She didn't use to visit us when we lived in London. or She never used to visit us when we lived in London. or She used not to visit us when we lived in London.
Questions	Did she use to visit us? Yes, she did. No, she didn't. Why did she use to visit us?

It shows a past habit: what a person often did in the past, but doesn't do any longer.

E.g. I used to play on this playground when I was little.

They used to come to see us at Christmas and bring a lot of presents for everybody.

My granny used to be very happy when I brought home good marks.

Ex. 1. Make the sentences negative and interrogative. Translate them into Russian.

1. He used to shock his parents with his hairstyle.
2. Their parents used to be good athletes.
3. She used to like classical music.
4. There used to be a lot of trees near his house.
5. She used to smoke a lot.
6. Tom used to be happier when he lived in the country.
7. People used to wear such strange clothes in the 19th century.

Ex. 2. Paraphrase the sentences using *used to*.

1. When I was a small boy I often watched the clouds in the sky.
2. She often sat in front of the fire, listening to the wind in the chimney.
3. During his summer holidays he always went to his granny's who lived in the country.
4. When he was a schoolboy he never slept late.
5. Lucy often cried when she fell down, as I remember.
6. Did you have a habit of reading in bed when you were a teenager?
7. What did your parents usually do when you came home late?
8. Jane was very thin before she had her first baby.
9. She didn't like coffee when she was a little girl, but now she quite enjoys drinking it.

Ex. 3. Complete the dialogue with *used to* or *didn't use to*.

B: Would you like milk with your coffee, Ann?

A: No, thanks, I prefer green tea.

B: But you ... like tea at all. You ... like coffee!

A: Anyway, I don't like it now.

B: Any biscuits or your favourite cakes?

A: Heavens, no! I can't stand the sight of them!

B: How strange! You ... eat lots of them only last month. You ... refuse any sweets or cookies offered to you!

A: That's true. But that was last month. Now I've changed. I ... be fat and ugly, I ... pay attention to my health, but now it's done with. I'm starting a new life.

B: Oh, Ann, I understand. You're in love, aren't you?

Ex. 4. Translate the sentences into English.

1. Бывало, он сидел и курил трубку.
2. Когда я был маленьким, я очень любил сладости, теперь я их не ем.
3. Они часто встречались в этом уютном кафе, а потом гуляли по городу.
4. Анна обычно устраивала веселые вечеринки и приглашала всех своих друзей.
5. Раньше я не любила мелодрамы, но теперь я на пенсии, и мне нравится их смотреть.
6. Джон в детстве был очень ленивым, но теперь он сильно изменился.
7. Как ты обычно праздновал Рождество, когда был маленьким?
8. Какую музыку Ваши родители слушали, когда были молодыми?
9. Где ты обычно сидел, за первой или за последней партой?
10. Она раньше не была такой раздражительной – это все ее работа!

20. Conditionals

Type 1

If – Clause	Result	
If + Present Simple	may can will will be able to will have to should	+ Infinitive

It shows a real or possible situation in the present or future.

E.g. : If you are late, we'll start the party without you.

If you don't put on your hat, you may catch a cold.

If you are lost in London, you should ask the street policeman for help.

Type 2

If – Clause	Result	
If + Past Simple	would could might	+ Infinitive

It shows an unreal situation or a dream. It is also used as a form of advice or suggestion.

E.g. : If I had more time, I would go to the fitness club.

If I were (was) you, I wouldn't trust this man.

If I gave you a 5 % discount, would you place a bigger order?

Type 3

It shows regrets about the past actions and criticism.

If – Clause	Result	
If + Past Perfect	would could might	have + V ₃

E.g. : If you had sent us the papers in advance, we would have prepared the report by Friday.

If I had taken my umbrella, I wouldn't have got wet.

Ex. 1. Put the verbs in brackets into the correct tense using type 1 conditional.

1. We (not to be able to) go out, if the rain (continue).
2. If Sally (call), tell her to call me on my mobile.
3. If Peter (not to tell) me what to do, I (refuse) to do this work.
4. I (call) you, if our train (be) late.
5. If you (have) any questions, you may come up to me.
6. If she (be) more attentive, she (not to lose) her keys.
7. If Colin (send) me a telegram, I (meet) him.
8. You (not to go) back to the city, if the weather (stay) nice and sunny.
9. He (make) a report on Monday if he (have) time.
10. Why don't you take some medicine, if you (feel) unwell?
11. If you (look through) the task properly, you (not to make) any mistakes.

Ex. 2. Open the brackets using type 2 conditional.

1. If it (be) summer now, we (live) in the country.
2. I (buy) this coat if I (have) more money now.
3. If you (be) more attentive, you (not to leave) your keys everywhere all the time.
4. We (cook) an apple pie if I (have) some apples.

5. If there (be) enough room for everyone we (not to be sitting) on the floor.
6. If she (be) here now, she (sing) her new song.
7. If I (be) you, I (not to go) on this trip.
8. She (come) to our party if she (not / be) busy today.
9. If you (help) me with this problem I (be) very grateful.
10. He (stay) a little longer if he (not to have to) go to the airport to meet his business partner.
11. What you (wear) if it (start) snowing?
12. If it (be) bitterly cold, you (go) skiing on Sunday?
13. If I (be) you, I (not to go) for a walk today.
14. I (come and to see) you off if I (not to live) so far away.
15. If I (have) the money, I (buy) that overcoat.
16. They (not to go out) tomorrow if it (to rain).
17. If you (stay) here a little longer, you (see) him.
18. I (be) disappointed if they (not to come).
19. If we (have) no luggage, we (walk) home.

Ex. 3. Give advice using type 2 conditional.

E.g. : I can't go to sleep at night.

You: If I were you, I would take a walk before going to sleep.

1. I've got no friends. — If I were you, ...
2. My cat has disappeared. — If I were you, ...
3. I feel bored with everything. — If I were you, ...
4. I am so tired! — If I were you, ...
5. I've put on much weight lately. — If I were you, ...
6. I feel so lonely and unhappy! — If I were you, ...
7. I am thinking of buying a new car. — If I were you, ...
8. I've got a terrible toothache. — If I were you, ...
9. Sally asked me to lend her \$1000. — If I were you, ...
10. I think I'll put on this suit. — If I were you, ...

Ex. 4. Open the brackets using type 3 conditional.

1. If I (learn) English better at school, I (can / to translate) the article yesterday.
2. If she (take) enough sun cream with her, she (not to get) sunburnt.
3. We (have) a better holiday if the weather (be) warmer last July.
4. If he (not / be) drunk, he (not to get) into an accident.
5. I (not to meet) Jack if I (not to go) to that party 10 years ago.
6. The Dean (not to call) you to his office if you (not to miss) so many lectures. Now you'll have a lot of problems.
7. If you (follow) my advice you (get) that job, but now the position is occupied.
8. If she (know) that he was a drug-dealer, she never (marry) him.
9. He (become) a brilliant sportsman if he (not to die) so young in a plane crash.

10. If he (work) hard, he (achieve) great progress.
11. I (write) the composition long ago if you (not to disturb) me.
12. I (write) you a letter, if you (give) me your address.
13. We (spend) the summer in London together, if my sister (not to go) to the south.
14. If they (not to go) to Moscow last year, they (not to hear) that famous musician.
15. I (tell) her all about it, if she (ask) me yesterday.
16. If I (not / be) present at the lesson, I (not to understand) this difficult rule.
17. They (take) measures, if they (know) it before.
18. If you (not to waste) so much time, you (not to miss) the train.
19. If you (not to miss) the train, you (arrive) in time.

Ex. 5. Rewrite the following story using type 3 conditional.

Ron has failed his exams. Yesterday he slept until twelve. Instead of revising he went skateboarding with his friends. He fell down and hurt his leg. He spent three hours at hospital. He came home at nine. He was tired and angry. He drank a bottle of gin. He fell asleep in front of the TV. He was late for his exam. The professor got very angry. Ron couldn't answer the questions properly. He asked for another examination card. The professor told him to come again in autumn.

E.g. If Ron hadn't slept until twelve yesterday, he wouldn't have failed the exam.

Continue rewriting the story.

Ex. 6. Match the following parts of the sentence

1. If Mr. Jones comes	a. you'll get fat very soon.
2. If I were you	b. we'll have a picnic.
3. If she was more experienced	c. please, call me.
4. If it wasn't raining now	d. I wouldn't buy that suit.
5. If you had learnt English better	e. we would know the market better.
6. If you find my wallet	f. we would go for a walk.
7. If they don't offer us a discount	g. we won't place an order with them.
8. If you don't go on a diet	h. we wouldn't have hired an interpreter.
9. If we had our representative	i. ask him to wait for me in the reception.
10. If the weather is sunny tomorrow	j. the Personnel Manager would offer her a job.
11. If Helen comes	k. we'll have a cup of tea.
12. If he doesn't know the answer	l. he'll get a bad mark.

Ex. 7. Complete the sentences using all types of conditional.

1. If I get a good job, ...
2. If I buy a house in the country, ...
3. If I take a loan from my bank, ...
4. If I knew French, ...
5. If my mother were here now, ...
6. If I were very rich and famous, ...
7. If I had finished school with a gold medal, ...
8. If I hadn't gone to that party, ...
9. If I had chosen another university, ...
10. If I had agreed to buy that Ford, ...

Ex. 8. Translate the sentences into English.

1. Если у Вас возникнут проблемы, можете обратиться в нашу службу сервиса.
2. Я бы мог кататься на яхте, если бы сейчас было лето.
3. Если бы ты мне сказал, что ты будешь занят, я бы не назначал встречу на этот день.
4. Вы могли бы спасти свой зуб, если бы вы вовремя пошли к стоматологу.
5. Если лето будет холодным, мы не будем жить на даче.
6. Бен купит яблоки, если не забудет.
7. Если ты будешь есть столько сладкого, ты наберешь лишний вес.
8. Если Питер принесет новые диски, мы сможем послушать хорошую музыку.
9. Если бы ты послушался моего совета, ты бы не попал в беду.
10. Если бы я был начальником, я был бы вежливым и внимательным.
11. Я бы каждый год ездил в кругосветное путешествие, если бы у меня было больше денег.
12. Я бы попросила Тома помочь нам, если бы он пришел вчера.
13. Если завтра будет плохая погода, мы останемся дома.
14. Если бы у меня было время в прошлую субботу, я пошла бы в кино.
15. Мой друг купил бы нам билеты в театр, если бы он был утром свободен.
16. Если бы он знал, что переговоры не состоятся, он бы не поехал на работу вчера.
17. Я позвоню вам, если найду его адрес.
18. Если бы мы работали вчера больше, наша работа была бы готова вчера.
19. Если бы мы послали письмо вчера, они бы получили его завтра утром.
20. Я провела свой отпуск в Ялте. Я бы провела его в Сухуми, если бы там не было так жарко летом.

21. Если бы мы не шли так быстро, мы не достигли бы деревни к десяти часам.

22. Если бы у меня был словарь, я мог бы перевести этот документ сейчас.

23. Если бы я не пошел к ним вчера, мы бы не обсудили с ним этот вопрос.

24. Если она возьмет отпуск в июле, мы сможем поехать с вами в Турцию.

21. Passive Voice

Passive Voice is formed in the following way:

to be + V 3

Tense:

1. Present Simple

	I	WE, YOU, THEY	HE, SHE, IT
Positive	I am asked.	We are asked.	He is asked.
Negative	I am not asked.	We aren't asked.	He isn't asked.
Questions	Am I asked? Yes, I am . No, I am not. What am I asked?	Are we asked? Yes, we are . No, we aren't . Why are we asked?	Is he asked? Yes, he is . No, he isn't . Why is he asked?

2. Past Simple

	I, HE, SHE, IT	WE, YOU, THEY
Positive	He was asked.	They were asked.
Negative	He wasn't asked.	They weren't asked.
Questions	Was he asked? Yes, he was . No, he wasn't . Why was he asked?	Were they asked? Yes, they were . No, they weren't . Why were they asked?

3. Future Simple

	I, WE, YOU, HE, SHE, IT, THEY
Positive	I will be asked.
Negative	They will not (won't) be asked.
Questions	Will they be asked? Yes, they will . No, they won't . What will they be asked?

4. Present Perfect

	I, WE, YOU, THEY	HE, SHE, IT
Positive	They have been asked.	He has been asked.
Negative	They haven't been asked.	He hasn't been asked.
Questions	Have they been asked? Yes, they have . No, they haven't . Why have they been asked?	Has he been asked? Yes, he has . No, he hasn't . What has he been asked?

5. Past Perfect

	I, WE, YOU, HE, SHE, IT, THEY
Positive	I had been asked.
Negative	I hadn't been asked.
Questions	Had you been asked? Yes, I had . No, I hadn't . What had you been asked?

6. Present Continuous

	I	WE, YOU, THEY	HE, SHE, IT
Positive	I am being asked.	We are being asked.	He is being asked.
Negative	I am not being asked.	We aren't being asked.	He isn't being asked.
Questions	Am I being asked? Yes, I am . No, I am not . What am I being asked?	Are we being asked? Yes, we are . No, we aren't . Why are we being asked?	Is he being asked? Yes, he is . No, he isn't . Why is he being asked?

7. Past Continuous

	I, HE, SHE, IT	WE, YOU, THEY
Positive	He was being asked.	They were being asked.
Negative	He wasn't being asked.	They weren't being asked.
Questions	Was he being asked? Yes, he was . No, he wasn't . Why was he being asked?	Were they being asked? Yes, they were . No, they weren't . Why were they being asked?

A sentence can be either in the active or passive voice. In an “active” sentence, the subject performs the action. In a “passive” sentence, the subject receives the action. When we are more interested in the object of an active sentence than the subject, we use the passive.

E.g. This house was built in 2010.

In this sentence we do not know **who** built the house.

Modals + be + V3

E.g. He must / can / may / should / is to / ought to / has to + be asked.

Ex. 1. Read the sentences and translate them into Russian.

1. Twenty people are employed by the firm now.
2. Twenty people were employed by the firm last year.
3. Twenty people will be employed by the firm next year.
4. Twenty people have already been employed by the firm.
5. This person is being interviewed now.
6. The woman was being interviewed when I called yesterday.
7. Is the room cleaned every day? – Yes, it is.
8. Was the room cleaned yesterday? – No, it wasn't.
9. Will the room be cleaned tomorrow? – Yes, it will.
10. Has the room been cleaned yet? – No, it hasn't.
11. Is the room being cleaned now? – Yes, it is.
12. Was the room being cleaned when you came in? – No, it wasn't.
13. He is being woken up at the moment.
14. He was being woken up when the phone rang.
15. What is the vase made from?
16. Who was the vase made by?
17. The work must be done immediately.
18. They can't be paid so much money.
19. She may be criticized for her work.
20. The contracts should be signed today.
21. The film is much spoken about.
22. The cinema had been built before I arrived in the city.
23. This man can be relied on.

Ex. 2. Make the sentences negative and interrogative (yes/no questions).

1. He is asked a lot of questions every day.
2. The children will be fed at two o'clock.
3. They were questioned by the police last week.
4. The letter has already been sent.
5. The goods are being delivered now.
6. Coca-cola is loved all over the world.
7. BMW cars are made in Germany.
8. Ten pictures had been stolen from the museum by the time the police arrived.
9. Thirty families will be given new flats.
10. The letters are being typed at the moment.
11. The road was built two years ago.
12. The applicant was being interviewed when the director arrived.
13. Students must be given a lot of homework.
14. He has to be examined by the doctor.
15. The criminal must be sent to prison.

16. The goods had been delivered by 10 o'clock yesterday.

17. They can be asked any questions at the interview.

Ex. 3. Put the sentences into Past Simple, Future Simple, Present Perfect.

1. Cars are sold everywhere.

2. Meat is not eaten by vegetarians....

3. Is he asked a lot of questions?

4. What is being built here?

5. Some strange vegetables are shown at the exhibition.

6. Books are borrowed from the library.

7. The noise is heard.

8. The work isn't done.

9. The project isn't launched.

10. The goods are sent to the buyer.

Ex. 4. Put special questions to the sentences.

1. Some new plants were built last year. How many...? Where...? Why...?

2. A wonderful picture was painted by a famous artist. When...? Who ... by? What...?

3. He will be asked about his background. When...? Why...? Who...? Where...?

4. The car was sold. When...? Why...? Where...?

5. The machine was being tested. When...? Why...? Who...by?

6. He has been fired. Who...? Why...? When...?

7. Glass is made of sand. What ... of?

8. She was loved by everyone. Who...? Why...? Who...by?

9. A new house will be built here. What...? Where...? Why...? When...?

10. Ten people have been arrested. How many...? Who...? Why...? When...?

11. The animals are being fed at the moment. Why...? What...on? When...?

12. Letters are posted to different countries. What...? How many...? Where...?

13. The police should be called. Why...? When...?

14. They may be sent to hospital. Why...? When...?

Ex. 5. Make the sentences active and translate them into Russian.

1. She is liked by everybody.

2. Many roads are built here by road workers.

3. The book was written by Byron.

4. The students are asked a lot of questions at exams.

5. The car has been sold for \$15,000 to a businessman.

6. He is being shown the way by a passer-by.

7. Rice is not grown in Greenland.
8. The picture has been bought by a rich man.
9. Jim was being discussed by his colleagues when he came into the room.
10. 5,000 helicopters will be produced by the plant.
11. Coca-Cola was invented by John Pemberton.
12. A cure for cancer will be found by some scientist some day.
13. The task should be done by the students.
14. These problems must be solved by our managers.

Ex. 6. Make the sentences passive.

1. They make VW cars in Germany.
2. Bell didn't invent the mobile.
3. The sun attracts the planets.
4. Somebody is watching us.
5. They will build the bridge next year.
6. The managers have already discussed the plan.
7. Who discovered America?
8. The secretary was typing the letter when I came in.
9. The cat caught a mouse.
10. Quite a number of people saw him there.
11. Everyone enjoys salads.
12. Helen ordered fried potatoes.
13. Somebody phones the doctor every day.
14. The flood has caused great damage.
15. They must answer the letters.
16. The staff should feed the animals regularly.

Ex. 7. Put the words in the correct order.

1. was / night / stolen / car / last / his.
2. sent / prison / to / has / been / he.
3. the / reconstructed / I / being / hospital / city / arrived / was / in / when / the.
4. new / built / will / be / the / where / house?
5. being / is / machine / now / repaired / the.
6. there / written / what / is?
7. play / by / who / written / the / was?
8. moment / school / new / the / is / being / at / built / the.
9. car / my / be / serviced / should.
10. must / businessman / the / met / airport / be / today / at / the.

Ex. 8. Put the verbs in brackets into the suitable form (present, past, future), active or passive.

1. The company often (order) new machines.
2. Some new machines (order) by the company next month.
3. Two houses (destroy) by the storm yesterday.

4. His shirts (clean) at the dry-cleaner's tomorrow.
5. Her husband (arrest) some criminals yesterday.
6. His computer (repair) now.
7. Some criminals (arrest) by her husband last week.
8. The car (wash). It is clean now.
9. They (wash) the car. It is clean now.
10. A very important question (discuss) when the client entered the room.
11. Several proposals (consider) next week.
12. The committee (consider) several proposals last week.
13. The committee must (consider) several proposals next week.
14. Several proposals must (consider) next week.
15. The work (finish) by the end of last week.

Ex. 9. Translate the sentences into English.

1. Меня уже пригласили на вечеринку.
2. Меня вчера пригласили на вечеринку.
3. Меня пригласят на вечеринку.
4. Меня никогда не приглашают на вечеринки.
5. Телеграмму послали поздно вечером, и он получит ее только утром.
6. Ваши тесты будут возвращены на следующей неделе.
7. Вам предложили эту работу?
8. Мне кажется, нашу машину преследуют.
9. Кем была написана эта книга?
10. Он сказал, что текст был переведен два дня назад.
11. На каком языке говорят во Франции?
12. Эту книгу взяли из библиотеки только вчера.
13. Когда была открыта Америка?
14. Это задание следует сделать на занятии.
15. Когда был основан этот университет?
16. Вчера за ними наблюдали.
17. Статью надо опубликовать через месяц.
18. Ему можно отправить письмо.

22. Complex Subject

There are passive structures in which the main parts are the subject of the sentence and the infinitive which is always used with **to**. This construction occurs with the following verbs in the Passive Voice: **suppose, think, know, believe, expect, say, report, estimate**.

E.g. He is said to be good at tennis. (about the facts in the present)

He is said to be looking for a job now. (about the current moment)

He is said to have lived in London two years ago. (about the past)

Pay attention to the way these sentences are translated into Russian.

Ex. 1. Translate the sentences into Russian.

1. When you go to a show, you are supposed to have a good time.
2. Her daughter is expected to be absent for some time.
3. She is said to be a liar.
4. He was believed to be preparing a report.
5. He is supposed to be arriving on Friday.
6. They are said to know several foreign languages.
7. Dave is known to have been on friendly terms with more than a hundred people.
8. This material is supposed to have come from India.
9. The victim is thought to have been poisoned.
10. The ship is reported to have arrived in Odessa.

Ex. 2. Rewrite the following sentences using the Complex Subject.

E.g. He was born in New York in 1992 (think).

He is thought to have been born in New York in 1992.

1. James has been married three times (believe).
2. They are living on a Greek island (suppose).
3. He is worth ten million dollars (estimate).
4. His parents took him to England (think).
5. A lorry collided with a bus (report).
6. He was appointed director of a big plant (say).
7. She is travelling about the country (know).
8. The delegation has already left Moscow (believe).
9. After the accident ten people were taken to hospital (report).
10. He lived in London 10 years ago (suppose).
11. They were seen in an expensive restaurant (say).
12. Tom has a very well-paid job (believe).
13. His parents are retired now (think).
14. Two people were killed in the car accident yesterday (report).

Ex. 3. Translate the sentences into English.

1. Говорят, что он развелся с женой на прошлой неделе.
2. Полагают, что сейчас она пишет новую книгу.
3. Сообщили, что он изменил свое решение.
4. Известно, что она всегда готова помочь.
5. Говорят, что менеджер в отпуске.
6. Полагают, что у них есть связи с Лондонским отделением фирмы.
7. Считают, что он едет на восток.
8. Известно, что Брауны приезжали к ним несколько раз в этом году.
9. Говорят, что он не сдал экзамены.
10. Сообщают, что один из банков обанкротился.
11. Полагают, что товар уже отправили.

12. Сообщается, что делегация уехала из Лондона.
13. Ожидалось, что он приедет вечером.
14. Она считается опытным врачом.
15. Стоимость этого кольца оценивается в пять тысяч долларов.

23. Gerund

The gerund is an **ing-form** of the verb which can function both as a noun and a verb. It usually shows an action or a process and is used with a number of verbs and after prepositions. Remember the verbs and constructions, that are followed by gerund:

avoid, deny, suggest, can't help, enjoy, mind, can't stand, postpone, imagine, consider, admit, miss, involve, practise.

E.g. He suggested going to the cinema tonight.

Here is a group of useful expressions followed by gerund.

Read and remember!

give up		
think of		
be interested in		
be good at		
instead of		
in spite of		
be used to		
get used to		
apologise for	>	doing smth
succeed in		
insist on		
put off		
look forward to		
congratulate smb on		
accuse smb of		
thank smb for		
it's worth		
there's no point in		

We use gerund when we talk about sports and activities we do:
go *swimming*; go *skating*; go *yachting*; go *jogging*, etc.

Ex. 1. Open the brackets using the gerund and translate the sentences into Russian.

1. It's worth (buy) this car: it is very economical.
2. Thank you for (help) me to find the necessary site.
3. Instead of (stay) at home you should go out in such lovely weather.

4. He insisted on (invest) money in this project.
5. There is no point in (spend) so much time on washing-up and cleaning.
6. I am interested in (travel) on business.
7. She denied (break) the speed limit.
8. I suggest (discuss) this matter with the Manager.
9. She likes (jog), she enjoys (play) tennis, but she can't stand (dive), though she is good at (swim).
10. I avoid (talk) to him when he's in a bad mood.
11. You must give up (smoke)!
12. Thank you for (send) me your catalogue, I'm looking forward to (see) you next week.

Ex. 2. Insert the prepositions and translate the sentences.

1. In spite ... being unwell, the Managing Director came to the meeting.
2. I've always been interested ... the culture of other countries.
3. You should apologise ... being so rude.
4. There's no point ... asking them for help.
5. He was accused ... using the company money for private purposes.
6. They finally gave ... looking for the stolen car.
7. We congratulate you ... passing your final examinations!
8. She insisted ... choosing a package holiday to Rome.
9. McDonald succeeded ... creating a world-wide network.
10. She is not used ... getting up so early.
11. We are really good ... organising presentations.
12. I got used ... working at weekends in this company.
13. In spite ... being late, he did the work in time.

Ex. 3. Translate the sentences into English.

1. Я терпеть не могу стоять в очередях!
2. Нас интересует получение информации о нем.
3. Я поздравляю Вас с покупкой автомобиля.
4. Он извинился, что пришел с таким опозданием.
5. Я подумываю о смене работы.
6. Джордж предложил пригласить консультанта из юридической фирмы.
7. Стоит составить план, а потом его обсудить.
8. Я считаю, нет смысла смотреть этот фильм.
9. Я стараюсь избегать говорить о семейных проблемах с незнакомцами.
10. Зимой мы обычно ездим кататься на горных лыжах в Альпы.
11. По-моему, стоит обратиться к ней за советом.
12. Он подумывает о переезде в Бристоль.
13. Том давно бросил курить.
14. Он хорошо катается на коньках.

15. Анна привыкла обедать поздно.
16. Ей удалось ответить на все вопросы.
17. Я настаиваю на продаже этого дома.
18. Я с нетерпением жду встречи с вами.
19. Его обвинили в нарушении правил дорожного движения.
20. Мы поблагодарили наших партнеров за предоставление скидки.
21. Она не может привыкнуть вставать рано.
22. Мы отложили обсуждение этого вопроса до понедельника.

24. Verbs + Infinitive

Remember the verbs after which the infinitive is used:

offer, decide, agree, refuse, arrange, promise, manage, fail, aim, plan, tend, appear, seem, claim, would like.

Ex. 1. Complete the sentences with a suitable infinitive from the box.

meet, learn, help, take part, save, go, like, tell, win, be

1. My bag was very heavy, so John offered ... me with it.
2. We had a long discussion and finally decided ... to the seaside.
3. He didn't pass his driving test, he failed ... the rules.
4. She doesn't like the new fashion. She tends ... very critical.
5. Look at the child playing with his new car. He seems ... it.
6. We want new markets. We aim ... more customers.
7. She finally bought a new house. She managed ... enough money.
8. I'll never do it again! I promise not ... you a lie!
9. He didn't like our plan. He refused ... in it.
10. They fixed a suitable date and agreed ... on Friday, 20.

Ex. 2. Paraphrase the sentences using infinitive.

E.g. "I will never do it," – he said. (refuse)

He refused to do it.

1. "I can help you with your work," – she said. (offer)
2. "I'll get you a new car for your birthday," – the husband said to his wife. (promise)
3. He looked tired and annoyed. (appear)
4. I've found my favourite old jeans! (manage)
5. He did not answer the question. (fail)
6. I'm going to find a good job, rent accommodation and take up jogging. (plan)
7. Our objective is to increase sales and reduce costs. (aim)

Ex. 3. Use verb + ing (gerund) or verb + to (infinitive) in the following sentences.

1. If I were you I would avoid (deal) with this broker.

2. He really enjoys (make) presentations and PR projects.
3. I suggest not (tell) anyone about our plans.
4. He doesn't mind (invest) money in this project.
5. His job appears (be) rather tricky and tiresome.
6. He is planning (give up) his previous job at Bell's.
7. They arranged (meet) after the trade fair.
8. This year we aim (cut down) the inflation rate.
9. I'm looking forward to (meet) you in September.
10. We are interested in (establish) good business relations with your company.
11. We refuse (sign) such an unfavourable contract.
12. Your job responsibilities will involve (contact) overseas customers.
13. Let's put off (solve) this problem until we have all the data.
14. She seems (be) pleased with our proposal.
15. In Europe people tend (spend) more money on travelling.
16. She offered (look after) my dog at the weekend.
17. Do you mind (close) the window, it's rather chilly here.
18. They are planning (open) a new branch in London this autumn.
19. Our colleagues suggest (carry out) market research before (position) our new brand.
20. The secretary claimed (know) nothing about the missing document.

Some verbs can be followed by both gerunds and infinitives.

There are often important differences in their meanings.

1. **Remember / regret doing** smth is used to talk about things people did (past actions).

Remember / regret to do smth is used to talk about things people are supposed to do (future actions)

E.g. I remembered meeting him at my friend's party.

Remember to feed the dog and walk it twice a day!

She regrets buying this coat. It's cold and uncomfortable.

I regret to tell you that you have failed the test.

2. **Go on doing** means "to continue doing smth"

E.g. Go on playing, I like the way you play the guitar.

Go on to do smth means a change to a new activity.

E.g. She finished cleaning my room and went on to clean the kitchen.

3. **Stop doing** means to finish, to complete doing smth.

E.g. Stop shouting! I'm trying to concentrate.

Stop to do smth means why you stopped.

E.g. We stopped at a small café to have lunch.

Ex. 4. Use the correct verb forms.

1. I don't remember (tell) you my telephone number, who gave it to you?
2. Remember (lock) the door and (shut) the windows when you leave.
3. They regretted (invite) the Briggs to stay with them, it was so boring!
4. We regret (inform) you that your uncle has died.
5. Stop (run) around the house, children! Your father is sleeping.
6. On our way to the country we stopped (fill) the tank at a petrol station.
7. He stopped (work) at the age of 75.
8. After school she wants to go on (study) French.
9. When we finished writing the test we went on (read) a new article.
10. She remembered (walk) along the narrow streets of Bremen with Thomas. Those were the happiest days of her life.

Ex. 5. Complete the following dialogue using the infinitive or the gerund.

A: Come in, Jenkins, and sit down. You seem (be) worried about something.

B: Yes, sir. I can't help (worry) about our latest super powerful diet system. I suggest (put off) its launch.

A: Why? Do you tend (doubt) its efficiency?

B: No, sir. But before (introduce) it I'd recommend (inform) the public of its side effects.

A: Nonsense, Jenkins. We aim (win) the market and offer our product as completely safe.

B: And still, sir, could you consider (carry out) safety tests once again? We can arrange (meet) medical consultants and if the tests fail (prove) the complete safety I insist on (withdraw) this product.

A: Does it mean you refuse (cooperate)? Do you claim (be) the only scientist who knows the formulae? Do you think we won't manage (work) without you?

B: Sir, I regret (take part) in this project. You tend (think) only about your profit. I won't risk (do) harm to people, so I give up (work) for you.

Ex. 6. Translate the sentences into English.

1. Работа была трудная, но он смог сделать ее вовремя.
2. Она всегда путешествует на поезде, потому что боится летать.
3. Давайте сходим куда-нибудь сегодня вечером. — Хорошо, куда ты хочешь пойти?
4. Им удалось увидеть Рим за один день.
5. Я удивился, что она уволилась. Она казалась вполне счастливой.
6. Мы решили ответить ему немедленно, так как его вопрос срочный.

7. Грабители велели менеджеру открыть сейф.
8. Ее подруга посоветовала ей проконсультроваться с врачом.
9. Я помню, как шел по улице и увидел их вместе.
10. Не забудь выключить телевизор перед уходом на работу.
11. Мой друг перестал курить два года назад.
12. Я посоветовал своему коллеге быть внимательнее на работе.
13. Я сожалею, что ушел на пенсию так рано.
14. После университета он хочет продолжать учиться.
15. Он отказался сотрудничать с нами.
16. Избегайте встреч с ним! Не стоит с ним общаться.
17. Он обещал показать нам достопримечательности, но не выполнил своего обещания.
18. Мы бы хотели услышать ваш рассказ о поездке на море.

25. Participles

There are two types of participles in English: Participle I and Participle II. Participle I is an active form and Participle II is a passive form. Participle I is formed by adding the suffix **-ing** to the stem of the verb and Participle II – by adding the suffix **-ed** to the stem of the regular verbs, while the irregular verbs have special forms of Participle II.

E.g. asking – asked

writing – written

The girl writing a letter is my sister.

Letters written by my sister are difficult to read.

The perfect form expresses an action or a state which took place before the time expressed by the predicate of the sentence.

E.g. Having returned from a business trip he suggested new methods of work.

Participle I has four forms:

	Active	Passive
Indefinite	writing	being written
Perfect	having written	having been written

Ex. 1. Translate the sentences into Russian.

1. Frankly speaking I find her very boring.
2. Having admitted she loved John, she was very frightened.
3. The film being shown in our cinema is much spoken about.
4. The film shown in all the central cinemas was worth seeing.
5. One of these days they are going to move to the new house built not far from the underground station.
6. The houses being built in our district are said to be comfortable.
7. Seeing him on the other side of the street, I called him.
8. I wrote my cousin a friendly letter thanking her for the help.

9. None of the people invited to the party can come.
10. If sent immediately, the telegram will be delivered at 7 o'clock.
11. The doll lay deserted on the floor.
12. Having finished the work, she called her boss.
13. The man sitting by the fire is a close friend of mine.
14. I watched the children playing in the garden.
15. Having been given a present the boy started to play.

Ex. 2. Open the brackets using the suitable form of Participle I or Participle II.

1. It was an old woman (wear) glasses.
2. Then another boy (lead) by his mother entered the room.
3. She took away the (cry) little girl.
4. There were letters from a woman in London and more letters (post) from Mexico City and Cannes.
5. In her flat she went around (turn on) lamps, (open) windows and (draw) curtains.
6. He had an accident (return) home last night.
7. On the door (tie) to the latch of the letter box was a piece of white cardboard.
8. The snow (clear) away only yesterday began to fall again.
9. The machine (clear) the snow away is very noisy.
10. I like to listen to birds (sing) in the garden.
11. I haven't looked through the catalogues (send) to us yet.
12. He has shown us the list of the products (export) by his company.
13. The goods (order) today should arrive tomorrow.
14. Most of the goods (produce) at this plant are exported.
15. Our company received a letter (offer) new models.

Ex. 3. Translate the sentences into English.

1. Он подписал документы, принесенные ему секретарем.
2. Дети, игравшие в углу комнаты, очень шумели.
3. Это — улица, ведущая к морю.
4. Дверь, сломанную на прошлой неделе, починили.
5. В кресле сидел молодой человек, читающий газету.
6. Трудно понимать разговорный язык.
7. Они сидели у окна, глядя на море.
8. Быстро упаковав свои вещи, он поспешил на вокзал.
9. Они прислали нам список товаров, импортируемых этой фирмой.
10. Хорошо зная английский язык, он перевел статью без словаря.
11. Бизнесмена нашли убитым в своей квартире.
12. Девушка, сидящая у окна, это — сестра Тома.
13. Написав письмо, она немедленно отправила его.
14. Телеграмма, отправленная вчера, до сих пор не получена.

15. Товары, экспортируемые этой компанией, не соответствуют нашим требованиям.

26. Complex Object

A Complex Object construction consists of a noun or a pronoun in the objective case and an infinitive or Participle I.

Somebody	want(s) would like expect(s)	you us them him her me the girl	to do smth
	hear(s) see(s) feel(s) watch(es) notice(s)		do smth (the action is completed) doing smth (the action is in process)
	let(s) make(s)		do smth

But: He *was made to* do this work. (Passive Voice)

Ex. 1. Translate the sentences into Russian.

1. She heard the door close.
2. I don't want anything to come up between us.
3. She made him drink orange juice.
4. He let her read undisturbed for an hour.
5. When do you expect your guests to come?
6. I won't let him marry my daughter.
7. He watched the people hurrying towards the trains.
8. I'd like the work to be done immediately.
9. Mary heard him singing a popular tune.
10. We expect the contract to be signed tomorrow.
11. What made you cry?
12. I saw them playing cards.
13. His parents didn't want him to become a lawyer.
14. I heard the phone ring.
15. Don't let him spend so much money.

Ex. 2. Answer the following questions using the Complex Object.

1. What present would you like your friend to give you for your birthday?
2. What do your parents let you do?
3. What doesn't your professor let you do during lessons?
4. Where would you like your friends to go with you?
5. When do you expect your mother to come home today?

6. What do your parents expect you to become?
7. What were you made to do in your childhood?

Ex. 3. Put the verbs into the right form.

1. Listen! Can you hear a child (cry)?
2. I saw the accident (happen).
3. I felt somebody (stand) at the door.
4. He saw Mary (wait) for the train at the station.
5. We watched the man (cross) the street, (get) into the car and (drive away).
6. I saw John (sit) in the garden.
7. We expect him (come) by an early train.
8. He wants the work (do) by his secretary.
9. Her mother made her (apologize).
10. We'd like the sellers (deliver) the goods.
11. She let him (use) her dictionary.
12. I want Mary (understand) it.
13. Drink this milk, don't let it (get) cold.
14. She was made (help) her brother.
15. Everybody wants her (feel) better.
16. My father let me (drive) his car yesterday.

Ex. 4. Translate the sentences into English.

1. Я слышала, как он поет в соседней комнате.
2. Мы ожидали, что он подпишет все документы.
3. Вы когда-нибудь наблюдали за тем, как они тренируются?
4. Никто не может заставить меня передумать.
5. Я заметила, что Джон вошел в дом.
6. Я хотел бы, чтобы вы мне все рассказали.
7. Что заставило его бросить работу?
8. Мне бы не хотелось, чтобы этот вопрос обсуждали без меня.
9. Джейн разрешила ему воспользоваться ее машиной.
10. Мы увидели, как ребенок упал.
11. В детстве меня всегда заставляли читать вслух.
12. Мы услышали, как на улице кто-то выстрелил.
13. Вчера мы смотрели, как наши соседи играли в теннис.
14. Я почувствовал, что кто-то идет за мной.
15. Его родители хотят, чтобы он всегда жил с ними.

27. Articles

A(an) can precede only singular countable nouns, it means *one*.

An is used before words that begin with a vowel sound. *A* is used before words that begin with a consonant sound.

E.g. An apple, a boy.

The means **that (this/these/those)**, it can be used with countable (singular and plural) and uncountable nouns.

With countable nouns		With uncountable nouns
Singular	plural	The / no article
A (an), the I've got a cat. / The cat is nice.	The / no article The dogs were barking in the garden. / I don't like dogs.	The milk is too hot. / Milk is good for you.

As a rule a countable noun in the singular can't be used without a determiner of some kind.

Some nouns are usually uncountable in English. Here are the most important of them: **accommodation, advice, information, knowledge, money, news, weather, work**

We use **a/an**:

1. to introduce a subject which has not been previously mentioned.	I saw a girl in the street (We don't know which girl).
2. to say what kind of thing or person something/somebody is	He is a good student.
3. to say what somebody's job is	He is a dentist.
4. in the meaning of one	I will be back in an hour.
5. in exclamations about singular countable nouns	What a nice guy!

We use **the**:

1. when it is clear from the context or the situation which thing or person we mean	He cleaned the car (= his car) the day before yesterday. She turned off the light (= the light in her room). I must go to the post office to buy some envelopes (I usually go to a particular post office).
2. when something is unique	Moscow is the capital of Russia. What is the highest mountain in the world?
3. in word combinations: the same, the whole, on/to the right, on/to the left, the wrong, the very, the only (but: an only son), the main, the following, the opposite; go to the cinema, go to the theatre, listen to the radio	Your skirt is the same colour as mine. I often go to the cinema and listen to the radio.
4. to speak about a type of animal, machine, etc.	The guitar is my favourite instrument. The rouble is the currency of Russia.

5. with an adjective to talk about groups of people	The sick need more help from the government.
6. with nationalities	The British like to speak about their weather.
7. if a noun is followed by a defining phrase	The girl sitting in the corner is my friend. He was the son of a doctor.
8. if a noun is defined by an ordinal number	The second door was open.

We **do not** use any article:

1. before sports	He plays football.
2. with abstract nouns in the general meaning	This work gives us satisfaction.
3. with general areas of subject matter	He studied mathematics and sociology.
4. before the words <i>school, prison, hospital, university, church</i> when the person goes there as a pupil, a criminal, a patient, a student, to a religious service	Her brother goes to school. Our friend is in hospital now.
4. in expressions <i>go to bed, be in bed, go to work, be at work, go home, come home, arrive home, be at home, go to sea, be at sea, go by bus, train (and other means of transport), in time, at night, by day, by heart, from year to year, have breakfast/lunch/dinner/supper</i> and others.	I go to bed at 11 o'clock. He usually has lunch in his office. Why do you get to work by bus?
5. in exclamations about plural or uncountable nouns	What nice weather!

We can use **proper** names with **the** or **without** any article.

	No article	Definite article
<i>Names</i>	Mary, Brown	<i>The whole family</i> <i>The Browns</i>
<i>Continents</i>	Africa	
<i>countries</i>	<i>no common nouns, singular</i> Russia, Great Britain	<i>Countries with common names (federation, state, republic, kingdom, etc.)</i> the Russian Federation (the RF), the United Kingdom (the UK). <i>Countries in the plural</i> the Netherlands
<i>states</i>	Texas	

<i>regions</i>	<i>northern/southern/east-western/western</i> northern France Central Europe	<i>North/south/east/west</i> The South of England the Middle East, the Far East
<i>islands</i>	<i>one island</i> Corsica	<i>Groups of islands</i> the British Isles
<i>cities, towns</i>	London	the Hague – <i>it is the only city (or town) which is used with the definite article</i>
<i>mountains</i>	<i>one mountain</i> Everest	<i>Mountain ranges</i> the Alps
<i>lakes</i>	Loch Ness	<i>Groups of lakes</i> the Great Lakes
<i>Streets, squares, roads, parks</i>	Broadway, Oxford street Times Square Finchley Road Hyde Park	
<i>Oceans</i>		the Atlantic
<i>Seas</i>		the Irish Sea
<i>Canals</i>		the Suez Canal
<i>Channels</i>		the English Channel
<i>Rivers</i>		the Thames
<i>Gulfs</i>		the Gulf of Mexico
<i>Holidays</i>	Christmas, Easter	
<i>Names of buildings and institutions</i>	<i>beginning with the name of a person or a place</i> Kennedy Airport, Buckingham Palace	<i>With of</i> The Bank of Moscow
<i>Hotels, restaurants, pubs</i>	<i>The names with -s or 's</i> Selfridges Maxim's	The Rossia, the Hilton Hotel The Red Lion
<i>theatres, cinemas, museums, galleries</i>		The Art Theatre The Odeon The Fine Arts Museum The Tate Gallery
<i>Wars</i>	<i>world wars</i> World War II	The Crimean War The 2d World War
<i>Historical documents</i>		The Constitution
<i>Newspapers</i>		The Times
<i>Companies</i>	Sony	The Sony company
<i>Magazines</i>	Vogue	

Ex. 1. Fill in the gaps with the articles wherever necessary.

1. My brother smokes ... cigars.
2. Is there ... bookshop in this street?
3. ... watchmaker repairs ... watches and ... clocks.
4. There is ... sofa and ... armchair in this room.
5. Mr.Green is ... accountant.
6. Mrs Brown is ... architect; her two brothers are ... engineers.
7. Which would you like: ... apple or ... orange?
8. Which would you like: ... apples or ... oranges?
9. Please give me ... pen and ... coloured pencils.
10. Is there ... e-mail for me?
11. What ... strange woman!
12. What ... interesting reports!
13. Has ... postman come yet?
14. I am expecting ... telegram from my father.
15. ... captain ordered ... crew to unload ... vessel.
16. My sister can drive ... car.
17. I borrowed ... interesting book from our library. ... librarian said that I could only keep it for ... week as ... teacher of French also wanted it.
18. How can you say such ... things?
19. There is ... meeting in ... conference hall today.
20. There is ... brown book and ... white book on ... table in ... dining room. Will you bring me ... brown one, please?
21. Can you tell me how to get to ... cinema? Go straight down ... street as far as ... bridge. Then turn to ... left and you will see ... large grey building. That is ... cinema.
22. ... department store is ... shop where all kinds of ... things are sold.
23. I want to write ... letter to ... my sister.
24. How brilliantly ... stars are shining!
25. ... high stone wall separated ... house from ... road.
26. He asked ... teacher ... question.
27. ... door opened and ... man entered ... room. He was ... man of about 30.
28. ... lion is ... large powerful animal.
29. There are many schools for ... blind in Britain.
30. My friend's father is in ... hospital, so we went to visit him ... last night.
31. When you go to ... shop, please buy ... bottle of milk and ... 5 kilos of ... potatoes.
32. ... chair that he is sitting on is broken.
33. We must visit ... British Museum when we are in ... London.
34. ...Ben Nevis is ... highest mountain in ... United Kingdom, it is situated in ... Scotland.
- 35.... North of ... England is colder than ... South.

Ex. 2. Read the jokes and explain the use or the absence of articles.**1.**

A farmer who went to a large city to see the sights rented a room at a hotel and before going to bed asked the clerk at what time the meals were served.

“We serve breakfast from 7 to 11, lunch from 12 to 15 and dinner from 18 to 20”, explained the clerk.

“Look here,” asked the farmer in surprise, “When am I going to see the city?”

2.

When White had finished a portrait of a well-known singer, he asked him whether he liked it.

“No, I can’t say I do, Mr White, and you must admit it’s a bad work of art.”

“Yes,” replied the painter, looking at the singer through his glasses, “but then you must admit that you are a bad work of nature.”

Ex. 3. Fill in the gaps with the articles wherever necessary paying particular attention to the use of the articles with geographic names.**... British Isles.**

... British Isles is ... geographical term for ... group of about 5,000 islands off ... north-west ... coast of ... mainland ... Europe. ... largest island is ... Britain or ... Great Britain, which is also ... largest island in ... Europe. ... next largest island is ... Ireland.

... total area of ... British Isles is 322 246 square km.

... British Isles are of ... continental origin. Once they formed part of that continent, they became ... islands only when they were separated from it. ... separation took place thousands of years ago, after ... last Ice Age, and greatly influenced ... history and ... geography of these islands.

... English Channel and ... North Sea separate ... British Isles from ... Europe. In ... west they are washed by ... Atlantic Ocean, in ... east – by ... North Sea. ... two main islands – ... Great Britain and ... Ireland – are separated by ... Irish Sea.

... United Kingdom’s area is about 244 100 sq. km. It is just under 1,000 km long and just under 500 km across in its ... widest part. This is nearly half ... size of ... France. ... population is over 57 mln people. It is one of ... most densely populated countries. ... most mountainous region is ... Scotland (with ... Britain’s highest peak, ... Ben Nevis – 1,343 m). Rivers in ... GB are quite short – ... longest rivers are ... Severn and ... Thames – but their easy navigability has made them ... important part of ... inland transport network for ... transportation of ... bulk products such as ... coal, ... iron ore and ... steel.

Ex. 4. Translate from English into Russian.

1. Дайте мне, пожалуйста, нож и вилку.
2. В этом журнале есть интересные статьи.

3. Он купил видеомэгнофон, а я купил телевизор.
4. Это очень простая проблема, вы можете решить ее.
5. Вам полезны яблоки.
6. Покажите мне работу, которую вам принес г-н М.
7. Послать ей письмо или телеграмму? – Пошлите ей телеграмму.
8. Вот письмо, о котором я вам говорил.
9. Я познакомился с ним в одном маленьком северном городке.
10. Какой-то посетитель ждет вас в приемной.
11. Кто принес это письмо? – Какой-то мальчик.
12. Где словарь? – Он на книжной полке.
13. Кто этот человек? – Он сын одного инженера, который работает на нашем заводе.
- 14 Я знал его, когда он был маленьким мальчиком.
15. Он родился в каком-то городе недалеко от Москвы.
16. Дверь открылась, и в комнату вошла девушка с журналом в руке.
17. Когда преподаватель вошел в класс, студенты встали.
18. Ребенку легко изучать иностранный язык.
19. Когда мы вышли из машины, мы увидели маленький домик. Крыша была зеленая, а стены – белые. Вокруг дома был большой сад, окруженный забором. Забор был выкрашен в зеленый цвет. У ворот сидел старик с трубкой во рту. У его ног лежала большая собака.
20. Какой прекрасный день!
21. Какая чудесная погода!
22. Водитель в большом городе должен быть очень опытным, потому что трудно ездить по центру города.
23. Я должен купить ручку для входной двери.
24. Они ищут секретаря со знанием английского языка.
25. Вдали мы увидели вершину горы.
26. У берега стоял большой пароход. Капитан был на палубе и давал приказания матросу.
27. Я вчера познакомился с писателем, который много лет работал на севере.
28. Она – жена известного писателя.
29. Летом мы собираемся поехать на юг России и будем купаться в Черном море.
30. Он не любит журналы, но всегда читает газету «Daily World» по утрам.
31. Вчера мы были в музее изобразительных искусств (Fine Arts) на Волхонке, а вечером ходили в Большой театр.
32. Этот студент приехал на Рождество из США, где он учится в университете Флориды.
33. Панамский канал соединяет Атлантический и Тихий океаны.
34. Он бывал во многих странах западной Европы.
35. В прошлом году он работал на Дальнем Востоке.

28. Pronouns

		Personal		Possessive		Reflexive
		Nomina- tive Case	Objective Case	Conjoint Form	Absolute Form	
S I N G U L A R	1-st person	I	me	my	mine	myself
	2-nd per- son	you	you	your	yours	yourself
	3-rd person	he	him	his	his	himself
		she	her	her	hers	herself
		it	it	its	its	itself
P L U R A L	1-st person	we	us	our	ours	ourselves
	2-nd per- son	you	you	your	yours	yourselves
	3-rd person	they	them	their	theirs	themselves

E.g. I saw her yesterday.
Her report is interesting.
This report is hers.
She bought a book for herself.

Absolute pronouns are used without a noun.

E.g. Is it his pen? – No, it's mine.

We use **reflexive pronouns** when the subject and the object are the same.

E.g. Be careful! Don't cut yourself.

We **don't** use reflexive pronouns after **feel, wash, dress, shave, relax, concentrate**.

E.g. I washed, dressed and shaved.

Demonstrative pronouns

singular plural

this these

that those

E.g. Do you know these people? This is Harry, my brother.

Do you see those houses in the distance?

Is that your son?

Ex. 1. Replace the underlined words by personal pronouns.

1. John, give the book to Henry.

2. Tell the students the answer.
3. My sister and I have a room of our own.
4. Alex and Nick are businessmen.
5. Jane, buy a magazine for Ann.
6. Kate, read this story to Mary and me, please.
7. Tom has got no relatives.
8. His wife isn't in Moscow now.
9. I don't like my sister's friends.
10. My colleagues are talking to Ms White now.

Ex. 2. Complete the sentences using absolute forms of possessive pronouns.

1. It is her umbrella. It's...
2. They are my clothes. They are...
3. It is their computer. It's ...
4. It is his flat. It's ...
5. They are your pens. They are...
6. It is our cat. It is...
7. It is my bag. It is ...
8. It is not your parking place. It isn't ...
9. That is his office. That is ...
10. It is our working place. It is ...

Ex. 3. Complete the sentences using possessive pronouns.

1. Tell me, isn't that girlfriend over there?
2. Don't take this book. It isn't ... book, it is ...
3. Have you got a pencil? Kate hasn't got a pencil. Give her...
4. Tell him not to forget ... ticket, ask Helen not to forget....
5. Take ... English magazines and give me
6. Look at the dog, ... coat is so thick.
7. He put ... hand in
8. We can do ... shopping before lunch.
9. I remember the lady's name, but I don't remember ... position.
10. Why are you looking at me like that? Do you like ... hat?

Ex. 4. Supply reflexive pronouns where necessary.

1. Let him introduce... .
2. Ann! Do this exercise ... and let Peter and Bob do it ...
3. Translate these texts ..., they are not difficult.
4. She behaved ...like a child.
5. Children, dress...! It is time to go for a walk.
6. She made this dress
7. Jessica looked at ... in the mirror.
8. He feels ...well.
9. Bob, wash the dishes I am tired.
10. Concentrate ... and answer the question.

Ex. 5. Insert demonstrative pronouns.

1. ... article is easy and ... one is difficult.
2. Pass me ... books, please.
3. ... boy is fond of music and his dream is to become a pianist.
4. Who is ... man at the window?
5. ... books are mine and ... are yours.
6. Are ... girls over there your friends?
7. ... flowers are beautiful, aren't they?
8. Do you see ... bushes on the other side of the river?
9. I don't want to buy ... gloves, they are too large for me.
10. ... man is a friend of Ann's.

Ex. 6. Choose the correct pronoun.

1. Pat soon made (it, its) clear that (she, her, hers) didn't want to stay there long.
2. I closed the door behind (him, himself).
3. I'll have (my, mine) hair cut this afternoon.
4. I think (your, you) flat is bigger than (our, ours).
5. She makes all (her, hers) clothes (her, hers, herself).
6. This book is (my, mine).
7. Let (he, him) do it.
8. They defended (them, themselves) bravely.
9. She gave the letter to (me, I).
10. The article is written by (him, he).

Ex. 7. Translate the sentences into English.

1. Я дал ему свой телефон, а он дал мне свой.
2. Она пригласила меня приехать к ней и остановиться у нее дома.
3. Это не мой чемодан. Это ваш. Мой другого цвета.
4. Она купила эту машину для себя.
5. Мне не понравился сам фильм, но очень понравилась музыка.
6. Не давай его письмо ей. Дай его нам.
7. Он умылся, побрился и почувствовал себя лучше.
8. Эта девушка у окна – твоя соседка? – Нет, не моя, а его.
9. Я позвоню нашим клиентам сама.
10. Позвольте мне сделать его работу.

29. Some, Any, No

As a rule **some** is used in positive sentences when we don't say exactly how many or how much. In interrogative and negative sentences **some** is changed for **any**.

No means the same as **not any**. Notice that the verb is positive.

E.g. I have got some English books.

Is there any meat in the fridge?

There aren't any flowers in the vase. = There are no flowers in the vase.

Remember! We use **some** in questions when we offer or ask for things.

E.g. Would you like some tea?

Any is used in positive sentences to express that it doesn't matter which/who/where.

E.g. Take any book you like.

You can cash this cheque at any bank.

Ex. 1. Make the following sentences negative and interrogative (yes/no questions).

1. There are some books on the table.
2. I have got some interesting news to tell you.
3. There are some pictures in this magazine.
4. There is some butter on the table.
5. There are some mistakes in your test.
6. There is some bread on the plate.
7. There is some boiled water in the kettle.
8. There are some messages for you.
9. I have got some cheese.
10. He has some time to speak to you.

Ex. 2. Complete the sentences with *some* or *any*.

1. There is ... beer in the fridge.
2. I've got ... nice friends.
3. Alice hasn't got ... children.
4. There aren't ... penguins in Scotland.
5. Have you got ... English friends?
6. I know ... nice people in Canada.
7. Has your father got ... brothers and sisters?
8. There isn't ... sugar in the tea.
9. Take ... fresh butter from the fridge.
10. Where can I buy ... flowers?
11. He never has ... money.
12. There are ... messages for you on the answering machine.
13. There aren't ... museums where he lives.
14. She can't work abroad because she doesn't speak ... foreign languages.
15. Do you have ... questions?

Ex. 3. Insert *some*, *any* or *no*.

1. Would you like ... milk in your tea?
2. There are ... letters for you on the table but there are ... telegrams.

3. I'm afraid there is ... apple juice in the fridge. How about ... fruit instead?
4. He has got a computer and ... computer games.
5. You can sing ... song you like.
6. Could you lend me ... money?
7. There are ... shops open in the town on Sunday.
8. Have you ever seen ... English films?
9. ... student can answer this question.
10. I haven't been to ... European countries.

Ex. 4. What food or drink is there in your fridge? Use *some, any, no*.

E.g. There is some milk in my fridge but there aren't any tomatoes

Use the following words:

butter, olives, cheese, sausages, meat, cucumbers, carrots, potatoes, fish, juice, wine, ketchup, mustard

Ex. 5. Translate into Russian. Give two variants if possible.

1. Он — богатый человек и может отдыхать в любой стране мира.
2. Не могли бы вы купить хлеба, когда пойдете в супермаркет?
3. Если у вас нет вопросов, мы можем закончить обсуждение.
4. Нет, спасибо, я не пью кофе, у вас есть апельсиновый сок?
5. Мы не можем сделать омлет, потому что у нас нет яиц.
6. Город — современный, хотя в нем есть несколько старых зданий.
7. Рядом нет никаких магазинов, вам придется поехать в центр.
8. Вы можете сесть на любой автобус. Они все идут до вокзала.
9. Я не читал ни одну из этих книг, но мой друг прочитал некоторые из них.
10. Не могли бы вы дать мне какую-либо информацию о достопримечательностях этого города?
11. Некоторые деревья остаются зелеными круглый год.
12. Вы можете купить эту книгу в любом книжном магазине.
13. Она не сделала ошибок в переводе.
14. Сегодня у меня нет времени помочь вам.
15. Есть ли какие-нибудь английские журналы в библиотеке?

30. Compound pronouns.

These pronouns are formed with **some-**, **any-** **no-** and **every-**

Someone — anyone — no one

Somebody — anybody — nobody

Something — anything — nothing

Somewhere — anywhere — nowhere

The compounds in **-one** and in **-body** are singular in meaning and can be used only of persons.

E.g. There is someone in his office.

Is there anyone at home?

The compounds in **-thing** can be used only of things. They are also singular in meaning.

E.g. There is something wrong with him.

He looked at me and didn't say anything.

	-body	- one	-thing	-where
some	somebody	someone	something	somewhere
any	anybody	anyone	anything	anywhere
no	nobody	no one	nothing	nowhere
every	everybody	everyone	everything	everywhere

Ex. 1. Complete the sentences with *someone/somebody, anyone/anybody, everyone, something, anything, somewhere, anywhere.*

- I don't see ... in the room.
- Is there ... new?
- There is ... in the next room who wants to speak to you.
- Could you give me ... to eat?
- I haven't got any more money, so I can't buy
- Sit ... you like.
- Give me ... to read.
- Did you go ... yesterday? –No, I didn't but I am going ... tomorrow.
- You can talk to ... you like.
- ...has taken my dictionary.
- Do you know ... about computers?
- Have you informed all the managers about the presentation? – Yes, ... was at the meeting yesterday.
- I don't understand ...!
- I'd like ... to eat.
- I didn't see ... interesting at the exhibition last week.

Ex. 2. Form questions according to the example and give answers.

E.g. Is there anybody in the garden?

-Yes, there is somebody.

- No, there is nobody.

- No, there isn't anybody.

Is there	anybody	in the flat?
Do you see	anyone	in the library?
Do you know	anything	on the desk?
		in your bag?
		on the floor?
		in the street?
		about England?

Ex. 3. Complete the sentences with *nobody, nothing, nowhere, anybody, anything, anywhere, everybody, everything, everywhere*. Give two variants if possible and translate the sentences into Russian.

1. ... knows about it.
2. I know ... about your city.
3. ... can answer this question. It is too difficult.
4. I can see ... It is too dark here.
5. I can't find my keys...
6. Where is the book? – It is on the table. – But there is ... there.
7. ... is here.
8. You can get this book ...
9. Where did you go last Sunday? I stayed at home.
10. John is very friendly... likes him.

Ex. 4. Translate the sentences into English.

1. Никто ничего не знает об этом.
2. Любой скажет тебе, что ты не прав.
3. Все всё знают об этом.
4. Мне кто-нибудь звонил вчера?
5. Вы хотели бы что-нибудь съесть?
6. После катастрофы никого не удалось спасти.
7. Я искал ключи везде, но нигде не мог их найти.
8. Он такой приятный человек. Все его любят.
9. Я был уверен, что знаю всех на вечеринке.
10. Она никуда не сможет пойти завтра.
11. Кто-то стучит в дверь.
12. Вы можете выбрать на завтрак все, что вы хотите.
13. Ничего особенного не случилось вчера.
14. В коробке ничего нет.
15. Я где-то оставил свой зонтик.

31. Much, Many, Little, Few, a Lot (of)

Much and **many** are usually used in questions and negatives. We use **a lot (of)** in positive sentences both with countable and uncountable nouns.

- E.g.** How much does it cost?
I don't have much money.
I have got a lot of books.

Many is used with countable nouns, **much** is used with uncountable nouns.

- E.g.** many books
much money

Little means a small amount, it is used with uncountable nouns.

Few means a small number, it is used with countable nouns in the plural.

E.g. We have got little bread.

It was very late so there were few people in the street.

Both **little** and **few** have a negative meaning – they mean **not enough**.

A little and **a few** have a positive meaning – they mean **some but not much (many)**.

E.g. He has saved a little money and can go on a short holiday.

He has a few friends who call to see him very often.

Much, a lot, little, a little follow the verbs they are used with.

E.g. It snowed a little yesterday.

He doesn't read much.

Ex. 1. Use *much, many* with the following nouns:

- | | |
|---------------------|-----------------------|
| 1. ... people | 14. ... streets |
| 2. ... salt | 15. ... advice |
| 3. ... time | 16. ... accommodation |
| 4. ... times | 17. ... relatives |
| 5. ... newspapers | 18. ... pleasure |
| 6. ... cities | 19. ... hair |
| 7. ... money | 20. ... ice-cream |
| 8. ... tables | 21. ... grapes |
| 9. ... students | 22. ... women |
| 10. ... information | 23. ... potatoes |
| 11. ... children | 24. ... water |
| 12. ... news | 25.traffic |
| 13. ... pounds | |

Ex. 2. Insert *much, many, a lot (of)*.

1. I haven't got ... time today.
2. Please, don't make so ... noise.
3. Are there ... rooms in your flat?
4. There isn't ... paper in the drawer.
5. My sister spends ... money on her clothes.
6. I have so ... things to do that I don't know which to do first.
7. Last week there was so ... rain that I couldn't go out.
8. At our lessons we speak English
9. He is a very sociable person. He has got ... friends.
10. She plays tennis ... on Sundays.
11. He hasn't got ... information about it.
12. She eats ... that's why she is overweight.
13. My friend doesn't work very ...

14. Do you have ... friends in Moscow?
15. How ... time do you spend watching TV?

Ex. 3. Answer the following questions giving full answers.

1. Are there many new words in this exercise?
2. Is there much furniture in your flat?
3. Is there much work to do today?
4. Are there many people in the room?
5. Is there much meat in the fridge?
6. Are there many tables in the room?
7. Was there much snow last winter?
8. Do you speak on the phone much or little?

Ex. 4. Insert *little, few*.

1. ... people smoke in Europe these days.
2. We must hurry up. There is ... time.
3. He leads a lonely life. He has got ... friends.
4. I drink ... tea in the morning.
5. Our company receives ... mail.
6. He usually receives ... letters.
7. My friend goes out ... at the week-end.
8. ... towns have such old trees.
9. You rest too
10. He has ... books on this subject.
11. There is ... information on this problem.
12. ... people visit this cinema. It is not very popular.
13. She knows so ...
14. I can't say he earns very ...

Ex. 5. Insert *a few, a little*.

1. I have got ... pictures in my room, but not many.
2. There is ... bread in the cupboard.
3. There are ... books on the table, but there are no magazines there.
4. I have ... money in my pocket.
5. If you think ... you will find the answer.
6. I have just ... pictures but they all are very good.
7. I'm on a diet, so I'll have ... salad leaves.
8. It has been ... years since we met.
9. Do you understand Spanish? Yes,

Ex. 6. Translate the sentences into English.

1. Я прочитал мало книг по экономике.
2. Он дал вам много информации по этому вопросу? – Нет, очень мало.
3. На обеде вчера было немного гостей.

4. Я хотел бы задать вам несколько вопросов.
5. Добавить вам молока в чай? — Да, пожалуйста, немного.
6. Я трачу мало времени на домашние дела.
7. На улицах нашего города очень большое движение.
8. У Фреда мало родственников.
9. Я знаю только несколько слов по-итальянски.
10. Он знает мало людей в этом городе.
11. Вчера мы потратили много денег.
12. Вы пьете много или мало кофе каждый день?
13. Ее отец умер несколько лет назад.
14. В этот город приезжает много туристов?
15. Прошлой зимой было очень мало снега.

32. Adjectives and Adverbs

Adjectives describe nouns and go before them.

E.g. He has got a large house.

Adverbs normally describe verbs, adjectives or other adverbs.

E.g. You speak too quickly.

Note! Such verbs as: **appear, be, become, feel, seem, smell, sound, taste, look** etc. are described by adjectives, which go alone after the verbs.

E.g. The flower smells good.

The music sounds nice.

Most adverbs are formed by adding **—ly** to an adjective.

E.g. slow — slowly.

Some adverbs and adjectives have the same form: **fast, long, hard, far, little, much, early, daily, straight**, the adverb of **good** is **well**.

Some adverbs have two forms with different meanings:

Adjective	Adverb	Adverb
hard This is a hard task.	hard (with a lot of effort) She studies hard.	hardly (scarcely) I can hardly understand him.
late It happened in the late summer.	late (after the proper time) He arrived at the airport late.	lately (recently) I haven't been to the cinema lately.
near I saw my friend working in the near field.	near (close) She lives quite near.	nearly (almost) It is nearly midnight.
deep He is a man of deep knowledge.	deep (a long way down) They went deep into the forest.	deeply (greatly) He was deeply in love.

Ex. 1. Which is right?

1. They pay their employees very *bad/badly*.
2. Don't drive too *slow/slowly*.
3. Her dress looks really *nice/nicely*.
4. The car stopped *sudden/suddenly*.
5. It is snowing *heavy/heavily*.
6. She did very *good/well* at the exam.
7. Listen *careful/carefully*!
8. She is so *nice/nicely*.
9. He feels very *nervous/nervously*.
10. The performance was very *good/well*. I enjoyed it *great/greatly*.
11. The goods were *safe/safely* packed.
12. This is our *usually/usual* meal.
13. I can't understand why he behaved so *stupid/stupidly*.
14. The task seemed *clear/clearly*.
15. He was so *slowly/slow*!
16. We could *hard/hardly* see in the dark.
17. It was *hard/hardly* to persuade him.
18. My friend lives *near/nearly* the station.

Ex. 2. Translate into English.

1. Он почти ничего не читает.
2. Он выглядел сердитым.
3. Мужчина холодно взглянул на посетителя.
4. Не говорите так громко. Я вас хорошо слышу.
5. Музыка звучит слишком громко.
6. Если вы посмотрите внимательно, вы увидите, что это портрет его сестры.
7. Вы прекрасно выглядите в этом платье.
8. Они жили счастливо долгие годы.
9. Последнее время он приходит поздно.
10. Вам следует усердно работать, если вы хотите получать много денег.
11. Фильм был неинтересным, но в нем играли знаменитые актеры.
12. Неожиданный шум разбудил его.
13. Духи пахнут хорошо.

33. Comparisons

Comparisons indicate degrees of difference with adjectives and adverbs.

E.g. It is cheaper to travel by train. The plane is the most expensive means of transport.

Comparative and Superlative Adjectives

	Positive	Comparative	Superlative
Short adjectives (with one syllable)	small short	Smaller shorter	smallest shortest
Adjectives with two syllables that end in -y/-er/-ow/-le	happy clever narrow simple	happier cleverer narrower simpler	happiest cleverest narrowest simplest
Adjectives with two syllables or more	comfortable	more/less comfortable	most/least comfortable

Comparative and Superlative Adverbs

	Positive	Comparative	Superlative
Short adverbs	hard fast early soon late near	harder faster earlier sooner later nearer	hardest fastest earliest soonest latest nearest
Adverbs with two syllables or more	slowly strongly	more/less slowly more/less strongly	most/least slowly most/least strongly

Irregular Forms.

Positive	Comparative	Superlative
good / well bad / badly far much / many little old	better worse further/father more less older (age); elder (in the family)	best worst furthest/fatherst most least oldest (age); eldest (in the family)

Mind the spelling:

Big – bigger – biggest

Happy – happier – happiest

After comparatives we use **than**.E.g. It is cheaper to go by train **than** by plane.We normally use **the** before a superlative.E.g. He is **the** tallest in his class.

- There are some patterns of comparison:

1. The + comparison, ... the + comparison

E.g. The earlier we leave, the earlier we get home.

2. the same as

E.g. Their living room is the same size as ours.

Ex. 1. Add comparative and superlative forms to these adjectives and adverbs.

- | | | | |
|-------------|-----------------|----------------|----------------|
| 1. long | 9. cold | 17. unfriendly | 25. boring |
| 2. heavy | 10. badly | 18. crowded | 26. frightened |
| 3. good | 11. warm | 19. wet | 27. far |
| 4. stable | 12. young | 20. dry | 28. few |
| 5. early | 13. little | 21. well | 29. much |
| 6. many | 14. old | 22. bad | |
| 7. busy | 15. interesting | 23. modern | |
| 8. exciting | 16. friendly | 24. often | |

Ex. 2. Translate the adjectives and adverbs into English and make comparative and superlative forms.

- | | | |
|--------------|----------------|-------------------|
| 1. красивый | 9. хороший | 19. полезный |
| 2. короткий | 11. дешевый | 20. неудобный |
| 3. маленький | 12. дорогой | 21. скучный |
| 4. высокий | 14. плохо | 22. шумный |
| 5. молодой | 15. мало | 23. чистый |
| 6. большой | 16. много | 24. грязный |
| 7. далекий | 17. интересный | 25. ясно |
| 8. вкусный | 18. редко | 26. замечательный |
| | | 27. трудный |

Ex. 3. Put the adjectives and adverbs in the brackets into the correct form.

- Her job is _____ (difficult) than her friend's.
- Ann plays the piano _____ (well) than her sister.
- Nobody is _____ (happy) than Maria.
- He is the _____ (boring) person I have ever met.
- A new house is much _____ (expensive) than an old one.
- John's descriptions are _____ (colourful) than his brother's.
- Maria is _____ (talented) than her cousin.
- This is the _____ (creamy) ice-cream I have had in a long time.
- Pat's car is _____ (fast) than Tom's.
- This poster is _____ (attractive) than the one in the hall.
- Does your father feel _____ (well) today than he did yesterday?
- My dog is the _____ (pretty).
- This essay is the _____ (good) in the class.
- The (hot) the weather gets, the _____ (bad) I feel.
- George Washington is _____ (famous) than John Jay.
- The gallery is the _____ (far) of the three buildings.
- Nora is the _____ (athletic) of all the women.

18. One of the _____ (great) tennis players in the world is Kafelnikov.

19. Of the two books, this one is _____ (interesting).

20. He acts _____ (bad) now than ever before.

Ex. 4. Select the correct form in the brackets in the following sentences.

1. Of the five blouses, I like the green one (better/best).
2. Ann is the (more/most) beautiful of all the women.
3. The climate in Uzbekistan is (hoter/hotter) than in the UK.
4. He is the (cleverest/most clever) person I have ever met.
5. It is (much warmer/more warmer) today than it was yesterday.
6. Where is the (nearer/nearest) shop?
7. Her dress is better (than/as) mine.
8. What is the (most/more) interesting book you've read?
9. What is (less/least) difficult: to drive a car or to ride a bicycle?

Ex. 5. Answer the following questions.

1. What is the highest mountain in the world?
2. What is the longest river in Russia? In Europe?
3. Which country is larger: Canada or China?
4. What language has longer words: English or Russian?
5. What's the best way to learn a foreign language?
6. Who is the eldest in your family?
7. What is the most dangerous sea animal?
8. Who lives longer – elephants or people?
9. What is the most comfortable means of transport?
10. Where is the oldest underground in the world?

Ex. 6. Put the words in the correct order.

1. is / interesting / book / the / than / this / more / one / previous.
2. the / family / is / the / in / shortest / he.
3. than / her / to / difficult / she / more / deal / brother / is / with.
4. best / you / call / when / to / is / the / time?
5. is / East / best / West / home / or.
6. expected / were / fewer / party / at / there / the / we / people / than / had.
7. feel / sicker / you / in / the / you / longer / stay / bed / the.
8. world / in / the / the / richest / who / person / is?

Ex. 7. Translate into English.

1. Нил длиннее Волги.
2. Какой месяц самый короткий в году?
3. Говорите, пожалуйста, тише, вы разбудите ребенка.
4. Завтра можно встать позже, потому что нам не надо ехать на работу.
5. Вы написали работу лучше всех.

6. Вы старше вашего друга?
7. Какое самое высокое здание в Москве?
8. Какая страна имеет самое большое население?
9. Какой язык самый распространенный в мире?
10. В мае обычно теплее, чем в апреле.
11. В дорогих магазинах продавцы более вежливые, чем в дешёвых.
12. Чем больше вы занимаетесь, тем лучше вы говорите.
13. Давайте встретимся завтра раньше, хорошо?
14. Лучше поздно, чем никогда.
15. Сегодня люди меньше двигаются, чем раньше.
16. Кто больше зарабатывает – учителя или врачи?

As ... as comparative pattern

We use **as ... as** to say that things are equal or unequal.

E.g. My flat is **as comfortable as** hers.

It is colder today. It **isn't as warm as** it was yesterday.

He is as tall as his father.

He is not as tall as his father.

Ex. 8. Complete the sentences with *than* or *as*.

1. This task is more difficult ... the previous one.
2. He is the same age ... his wife.
3. My brother is not as young ... yours.
4. Brazil is larger ... Spain.
5. His car isn't ... expensive as mine.
6. Can you answer ... soon as possible?
7. My mother is younger ... my father.
8. He doesn't earn ... much as his wife.
9. I don't know anyone who reads more ... he does.
10. Is this task as difficult ... the previous one?

Ex. 9. Rewrite the sentences so that they have the same meaning.

1. He is older than he looks. He isn't.....
2. This building isn't as high as our house. Our house is.....
3. She does not work as hard as she used to. She used to work.....
4. I don't earn as much as you do. You earn
5. My house is farther from the sea than yours. Your house
6. I know English better than French. I don't know French.....
7. I feel tired today, but I felt more tired yesterday. I am not.....
8. The beach was nearer than I thought. The beach wasn't.....
9. Tom is younger than Jim. Jim isn't.....
10. I don't know as many people as he does. He knows.....

Ex. 10. Put the words into the correct order.

1. looks / healthy / is / as / he / not / as / he.
2. know / many / as / you / do / I / people / as.
3. is / as / queen / she / rich / as / a.
4. not / is / yours / book / interesting / this / as / as.
5. bored / not / did / today / she / does / she / look / as / yesterday / as.

Ex. 11. Translate into English.

1. Моя квартира такая же большая, как его.
2. Вчера было не так холодно, как сегодня.
3. Его мать не такая старая, как отец.
4. Вы можете остаться у нас столько, сколько хотите.
5. Я не хотел будить ребенка и вошел так тихо, как мог.
6. Я катаюсь на велосипеде не так много в этом году, как в прошлом.
7. Он не ходит в театр так часто, как раньше.
8. Этот таксист не так хорошо знает город, как его коллега.
9. Эта улица будет такая же красивая, как ваша.
10. Я не знаю о машинах столько, сколько он.

34. Other and Another

Another (*an+other*) is used only with a countable singular noun (it means *one more*).

E.g. This book is not interesting, give me another book (= one more book).

Give me *another* pen (= one more pen).

The other is specific. It can be used with:

1. singular noun (= last of the set).

E.g. He has two sons. One is four, *the other* is six (the last of the two).

2. plural noun (= the rest of the set).

E.g. Give me *the other* books (the rest of the books).

3. uncountable noun (= all the remaining).

E.g. Give me *the other* information (all the remaining information).

Other is nonspecific. It can be used with uncountable and countable nouns (= more of the set)

E.g. I need *other* information (some more information).

I need *other* examples (some more, no matter how many).

NOTE! The word **other** can never be plural if it is followed by a noun. When **other** is used without a noun it has **-s** in the plural.

Compare:

Inform *the other* students.

Inform *the others*.

Can you show me some *other* books?

Can you show me some *others*?

Ex. 1. Fill in the blanks with *other*, *another*, *the other*.

1. I don't like this bag. Give me _____ one.
2. Would you like _____ cup of coffee?
3. There are two pencils on the table. One is red, and _____ is green.
4. _____ question we have discussed is the export of textile.
5. Three people were at the bus stop. Two people were standing quietly and _____ one was nervously walking up and down.
6. We have only two problems. One concerns traffic. _____ problem is connected with water pollution.
7. If you don't like this book I can offer you _____ one.
8. I don't need this thing, I need _____ things which you have just brought in.
9. I think this little girl should play more with _____ children, but she is always by herself.
10. If you haven't found what you are looking for on this shelf look on _____ shelves.
11. Both trips are interesting, but one is cheaper, _____ is more expensive.
12. This doesn't suit me. Have you got any _____ colours?

Ex. 2. Insert *other* or *others*.

1. I see Tom and Mary. Where are the _____?
2. One child was sleeping in the bedroom, the _____ children were playing in the garden.
3. There are two students from Japan in this group. The _____ are from China.
4. Though this car is very comfortable, the _____ ones are more reasonably priced.
5. This restaurant isn't good. The _____ are even worse.
6. I'll phone all the _____ if you phone Kate and Ann.

Ex. 3. Translate the sentences into English.

1. Дайте мне другую ручку, пожалуйста, эта не пишет.
2. Я сделаю вам еще чашку чаю, если хотите.
3. Мне не нужны эти книги, мне нужны другие.
4. У него два сына. Одному десять лет, другому – пять.
5. В нашей группе десять студентов: шесть из Москвы, четыре – из других городов.
6. Сегодня мы смотрели четыре машины. Первые две были очень дорогие, а другие две были дешевле.

7. Покажите мне другой костюм, этот слишком большой.
 8. В этом словаре нет страниц десять и одиннадцать. Дайте мне другой, пожалуйста.

35. Noun + Noun

We can put nouns together in three ways:

1. noun + noun **E.g.** *a bus driver, a film actor*
2. possessive's structure **E.g.** *my friend's book, my parents' room*
3. preposition structure **E.g.** *the end of the street*

I.

When we put one (or more) nouns in front of another it is like an adjective, it is usually *in the singular* and such structures are used for well-known everyday combinations.

Compare: a war film – a film about cats (not a cat film)

Ex. 1. Match the expressions on the left with their meanings on the right.

- | | |
|-------------------|----------------------------------|
| 1. milk chocolate | a. box for matches |
| 2. chocolate milk | b. horse taking part in races |
| 3. flower garden | c. race of horses |
| 4. garden flower | d. chocolate made with milk |
| 5. horse race | e. flower that grows in a garden |
| 6. race horse | f. dress made of cotton |
| 7. match box | g. cotton for making dresses |
| 8. box match | h. garden with flowers in |
| 9. cotton dress | i. milk flavoured with chocolate |
| 10. dress cotton | j. match in boxing |

Ex. 2. Translate the following noun combinations into Russian. If necessary use a dictionary.

- | | |
|-----------------------------------|----------------------------------|
| 1. market research programme | 7. life expectancy prospects |
| 2. public relations department | 8. fashion development trends |
| 3. exchange rate growth | 9. food export field |
| 4. aircraft structure description | 10. investigation methods choice |
| 5. product development strategy | 11. waste management strategy |
| 6. market investigation methods | |

Ex. 3 Five of these ideas can naturally be expressed by “noun + noun”. Which are they?

- | | |
|-------------------------------|------------------------------|
| 1. a shop selling furniture | 6. a glass for wine |
| 2. a cake made for wedding | 7. a timetable for buses |
| 3. a book about parrots | 8. an argument about ecology |
| 4. a boy in the swimming pool | 9. a door to the bathroom |
| 5. a woman with a glass | 10. a story about clocks |

II.

Ann's flat = the flat of Ann

We write 's after nouns in singular

E.g. *my friend's house*

We write ' after nouns in plural

E.g. *my friends' house*

We use the possessive ('s) structure when the first noun is the name of a person, group of people, animal, organization, country.

E.g. *my mother's name* (the name of my mother)

the firm's structure (the structure of the firm)

England's policy (the policy of England)

the dog's leg (the leg of the dog)

We can also use -'s with time words

E.g. *tomorrow's meeting*

this evening's debate

In other cases we generally prefer a structure with **of**.

E.g. *the discussion of the project.*

Ex. 4 Combine nouns using -'s or where possible – of.

- | | |
|---|--|
| 1. the bed / the patient | 11. this week / the timetable |
| 2. the rain / last week | 12. the playground / the children |
| 3. Britain / export | 13. the theory / education |
| 4. the meaning / the word | 14. the views / my son |
| 5. the front / the house | 15. the region / profit |
| 6. my parents / the house | 16. the success / the company |
| 7. my sister / the job | 17. the 2 nd floor / the building |
| 8. the club / the rules | 18. the prize / the winner |
| 9. the sales manager / the main problem | 19. the atmosphere / the town |
| 10. the table / the leg | 20. the ceiling / the room |

Ex. 5. Make two noun groups from each set of words.

E.g. *rules: club / football*

The club's rules, the rules of football.

- arm: Mike, the armchair
- ideas: my father, modern chemistry
- results: match / my daughter
- story: colonization / Robert
- style: our time / the author
- head: the dog / office
- generation: the 1930s / computers
- success: my friend / project

Ex. 6. Translate these noun groups into English. Use preposition structure only if “noun + noun” or “possessive” structure are impossible.

- | | |
|-------------------------------|---------------------------------|
| 1. машина моего мужа | 16. значение слова |
| 2. название книги | 17. правила компании |
| 3. размер автомобиля | 18. ручка кресла |
| 4. идея развития фирмы | 19. стиль моего любимого автора |
| 5. бизнес моего друга | 20. структура фирмы |
| 6. плитка шоколада | 21. офицеры флота |
| 7. садовая скамейка | 22. магазин обуви |
| 8. дизайн сада | 23. угол стола |
| 9. совет вашего отца | 24. история развития |
| 10. политика развития бизнеса | 25. история компании |
| 11. название города | 26. первый этаж офиса |
| 12. цвет чая | 27. проблема коллектива |
| 13. голова собаки | 28. вчерашняя вечеринка |
| 14. завтрашняя погода | 29. мнение старшего брата |
| 15. результаты теста | 30. стиль руководства |

36. So and Such

These words are emotional and stress the meaning of the adjective (or adverb).

So is used only with an adjective or an adverb.

Such is used with a noun and an adjective + noun.

E.g. It was such a beautiful day!

The day was so beautiful!

He is such a fast runner!

He can run so fast!

Remember: We always use “a” after such if the noun is countable, in the singular form.

We never use “a” with uncountable nouns.

E.g. It was such a cold day!

It was such cold weather!

Remember: we say: “so long” but “such a long time”.

E.g. I haven’t seen you so long! or I haven’t seen you for such a long time!

We say: “so much”, “so many” but “such a lot of”.

E.g. There is so much wine on the table!

There is such a lot of wine on the table!

Ex. 1. Use *such*, *such a* or *so* in the following sentences.

1. We had ___ fun at the party!
2. How could you be ___ mean?
3. The car was ___ expensive!
4. He was ___ good tennis-player!
5. I wouldn’t make ___ quick decision.

6. The building was _____ old, it seemed it was going to fall!
7. Your advice was _____ useful to me!
8. It is _____ important news!
9. The information was _____ unusual!
10. I feel _____ tired, I can hardly move!

Ex. 2. Complete the sentences, choosing the right answer.

1. The day was _____ cold, that we didn't go out.
a) such b) such a c) so
2. Why is _____ beautiful girl crying, sitting alone?
a) so b) such c) such a
3. He had _____ long hair that we thought he was a hippie.
a) such b) such a c) so
4. You work _____ much, you need a good rest!
a) so b) such c) such a
5. Who has brought _____ wonderful news?
a) so b) such a c) such
6. This is _____ good advice!
a) so b) such a c) such
7. They ran _____ fast, one could think a monster was after them.
a) so b) such a c) such
8. It was _____ nice trip, everybody was very pleased!
a) so b) such a c) such
9. I was _____ lucky to get a ticket to Mc. Cartney's concert!
a) so b) such a c) such
10. She is _____ sensible woman. She always gets things right.
a) so b) such a c) such

Ex. 3. Translate the sentences into English.

1. Вы так хорошо водите машину!
2. Кто это так шумит?
3. Погода была такая замечательная, что мы решили поехать на пикник.
4. Он так устал, что не может сейчас ни с кем разговаривать.
5. Это такие чудесные цветы! Где вы их купили?
6. Я не могу сидеть в такой душной комнате!
7. Вы говорите так тихо, что я ничего не слышу!
8. Она всегда дает такие полезные советы!
9. Мы провели такой чудесный уик-энд в горах!
10. Он выглядел таким несчастным после экзамена.
11. Это такие ужасные новости, я не знаю, как ей сказать об этом.
12. Он такой талантливый программист, он знает так много о компьютерах!
13. Я так люблю вас!
14. Он знает такое множество интересных историй!

15. Я так давно не видел своего двоюродного брата!

16. Она так долго ждет вас!

37. Enough and Too

Enough means you don't need any more.

E.g. I have enough money to buy this book. It costs 100 roubles and I have 100 roubles.

The train leaves in 30 minutes. We have enough time to drink a can of Cola. (It won't take us more than 30 minutes to drink a can of Cola)

Enough is used before nouns but after adjectives or adverbs.

Compare:

E.g. She has enough experience of management.

She is experienced enough.

He has enough money to buy the Tower of London.

He is rich enough to buy the Tower of London.

Too means there is more than enough.

E.g. He is too old to work. He is 70 years old.

This car is too expensive for a teacher to buy. It costs \$65000.

There is too much snow in the streets. I'd rather stay at home.

We use **too** + an adjective for smb (smth) or **too** + an adjective + to do smth.

E.g. The house is too expensive for me to buy.

She is too young to have a family.

Ex. 1. Make one sentence from two.

E.g. This suit is very expensive. I can't buy it.

This suit is too expensive for me to buy.

1. The programme is very dull. I won't watch it.
2. The situation was complicated. He couldn't sort it out.
3. That armchair was uncomfortable. She didn't want to sit in it.
4. Your button was very small. We didn't manage to find it.
5. You are very young. You can't get married yet.
6. The curry was spicy. Bob couldn't eat it.
7. Mathematics is very difficult. I can't learn it.
8. The lake was dirty. One couldn't swim in it.
9. The wardrobe is big. We won't be able to move it.

Ex. 2. Complete the sentences using *enough* in the proper place.

1. There is time to complete the work.
2. She's cooked food to feed an army!
3. I'm afraid I'm not good at working on a computer.
4. We hear she's talented to win the grant.

5. It's cold to wear a fur coat today.
6. She didn't have time to explain how it works in detail.
7. I would like to go to Japan but I simply don't have money.
8. He was not qualified for the position.
9. The coffee isn't hot, I'm not going to drink it.
10. There aren't chairs in this room, could you bring 5 more.
11. She's better now, but not strong to come back to work.
12. The country has resources, but its economy isn't efficient.

Ex. 3. Use *too* or *enough*.

1. She is ... young to understand life.
2. I've got ... time to have a cup of tea with you.
3. I was wise ... to keep silent when he was talking.
4. Our market share isn't big ... to give serious profits.
5. The bag was ... heavy for Jane to carry and she called the porter.
6. That's ... much! Who do you think you are?!
7. I've had ... of that stupid advertising!
8. She translated well ... for a beginner.
9. You've called ... soon, we haven't drawn up a draft contract yet.
10. There's ... food for a hundred, help yourself!
11. We've wasted ... much time discussing unnecessary details!
12. Jerry can't come to the party. —... bad, I wanted so much to see him!

Ex. 4. Translate the sentences into English.

1. У нас хватит времени, чтобы обсудить этот вопрос.
2. Погода достаточно теплая для пикника.
3. Он слишком мал, чтобы водить машину.
4. Это задание слишком трудное для меня.
5. У меня хватит денег, я могу купить этот диван.
6. Вы слишком много волнуетесь, все будет хорошо.
7. Комната достаточно большая, чтобы в ней танцевать.
8. У нас недостаточно фруктов, купите еще.
9. Билеты были слишком дорогие, мы не смогли их купить.
10. Он недостаточно хорошо знает английский, чтобы сделать этот перевод.

38. Relative Clauses

Relative clauses are used to say which person or thing we are talking about.

In a relative clause when we are talking about people we normally use **who**.

E.g. I know a man. He knows Arabic and Japanese.
I know a man who knows Arabic and Japanese.

Whom is possible (but not as common) instead of **who** (for people) when it is the object of the verb in the relative clause.

E.g. The woman **whom** I wanted to see was absent.

We use **that** and **which** to refer to *things*.

E.g. He sent me a present. It was very nice.

He sent me a present that / which was very nice.

We normally use **that**, not **which**, after: **all, everything, something, anything, nothing, the only, superlatives**.

E.g. The only thing that he mentioned was his meeting with Joan.

It is the worst mistake that I have ever made.

When **who** or **that** (or **which**) is the object of a relative clause it can be left out.

E.g. Did you find the book (that) you were looking for?

Who was the woman (who) you were talking to?

We can't leave out **who / that** if it's the subject of the clause.

E.g. This is Jones who works in an advertising agency.

This is the vase which costs 3 hundred pounds.

If there are prepositions in relative clauses, they typically come after the verb at the end of the clause.

E.g. Would you say a few words about the plan which they succeeded in?

I don't think she is a person you can rely on.

In a more formal written style prepositions can come before pronouns.

E.g. There was a river in which we could swim.

I didn't know the boy to whom she was talking.

Relative clauses can also be introduced by – **whose/where/when/why**:

When – after words for time,

Where – after words for place,

Why means the reason why,

Whose is used instead of his, her, their.

E.g. Tell me when you are planning to come back (= ... the day on which ...)

The place where they stayed was excellent (= ... at which...)

This is a story of a group of boys whose plane crashed on an uninhabited island. (=This is a story of a group of boys. Their plane crashed on an uninhabited island.)

I haven't got the slightest idea why they are crying. (= of the reason why ...)

Which can refer to the whole of the sentence before.

- E.g.** She was late, **which** surprised everybody.
 – What surprised everybody?
 – The fact that she was late.
 He lost, **which** was impossible.
 – What was impossible?
 – The fact that he lost the game.

What is used in relative clauses to mean “the thing that”.

- E.g.** Do you know **what** is worrying her?
 = Do you know *the thing that* is worrying her?
 I didn't hear **what** they were talking about.
 = I didn't hear *the thing that* they were talking about.

Ex. 1. Insert *who* / *which* (*that*).

1. What is the name of the man ... climbed this mountain?
2. The matter was reported to the Police chief ... ordered us all to be arrested.
3. We lit a fire ... soon dried out our clothes.
4. I have a friend ... hates answering the phone and very often just lets it ring.
5. He introduced me to his mother ... was a very good-looking woman.
6. John asked me why the report ... should have been on his desk at 5 o'clock still hadn't arrived.
7. I went to London ... I had always wanted to visit.
8. I have some letters ... I must answer.
9. We are all going to watch the cricket match ... starts at nine.
10. They were talking about Margaret ... knew everything about the matter.

Ex. 2. Join the sentences with *who* or *which* and translate into Russian.

Beginnings

1. I met a man.
2. I have some telegrams.
3. Here are some accounts.
4. I met Jim.
5. He paid me for cleaning ten windows.
6. I was waiting for a man.
7. I found an old coin in the garden yesterday.
8. I am looking after some children.
9. We walked 50 miles to see the minister.

Ends

- a. I must send them.
- b. Most of them hadn't been cleaned for at least a year.
- c. He can speak 8 foreign languages.
- d. You must check them.

- e. They are terribly spoilt.
- f. He asked me to give it to you.
- g. He was very polite and promised to do what he could.
- h. He didn't turn up.
- i. I am going to take it to the museum this afternoon.

Ex. 3. Join the beginnings and the ends.

Beginnings	Ends
1. We had to eat standing up because we didn't have anything...	a. that you could read while you are waiting?
2. Shall I bring you something...	b. that we could do now.
3. There is something...	c. that you wish.
4. I doubt that there is anything...	d. that you need are here.
5. The baby refuses to eat anything...	e. that we could sit on.
6. You can have everything...	f. that seems strange.
7. All the books...	g. that we should take with us?
8. That is the funniest story...	h. that doesn't contain sugar.
9. This is the only thing ...	i. that I have ever heard.
10. Is there anything ...	j. that I have forgotten.

Ex. 4. Insert *who/ that/ which* where necessary.

1. She does everything ... her husband wants her to do.
2. I can't help you. All ... I have got is 20 dollars.
3. This is Mrs. White ... runs this department store.
4. Why do you always agree with everything ... I tell you?
5. Where is the purse ... was on the table?
6. That is the oldest building ... I have seen in my native town.
7. I have a friend ... is hopeless at Mathematics.
8. I don't like people ... are always pessimistic.
9. I will never forget the first play ... I saw in the theatre.
10. She always asks me questions ... are difficult to answer.

Ex. 5. Rewrite the sentences in which the relative pronoun is the object without – *who/ which/ that* where possible.

1. Broadway Autos is a subsidiary of Broadway International Inc. which manufactures and markets two types of electric machines.
2. I have lost that nice necklace which my brother gave me as a birthday present two years ago.
3. We have built up a good relationship with our suppliers who have been working with us for many years.
4. It was the first time that I ever heard him speak of John.
5. It was a pleasant feeling which I had never experienced before.

6. He had a look of a man who had dressed in a hurry.
7. Life is a game that one plays according to the rules.
8. She had a face that you could remember with pleasure.
9. There is a certain person who is interesting to us very much.
10. He had a simple idea which changed our approach to business.
11. He had a desire to see Mary, the only person who was almost the same and who never changed.
12. English society is a class society which is strictly organized.

Ex. 6. Combine two sentences using *who* /*which*.

1. I have a photo. I want to show it to you.
2. He is a good-natured Greek of forty-five. He seems much younger.
3. She was a grown girl. She could take care of herself.
4. We had fish and chips for lunch. I didn't like it.
5. This is a travel agent. He will give you information about hotels.
6. A friend of mine is expecting a baby. She is going to call it Theodora.
7. He broke his leg in a skiing accident. It is still in plaster.
8. I went to the school to talk to the headmistress. I persuaded her to let Ann give up gymnastics and take ballet lessons instead.
9. Like many women she loves tea-parties. They usually last for a long time.
10. I am fond of family hotels. They welcome parents and children.
11. When the Titanic was crossing the Atlantic she struck an iceberg. It tore a huge hole in her bow.
12. There'll always be a conflict between the old and the young. Young people want a change, but old people want things to stay the same.
13. My aunt lived on the ground floor of an old house. She was very much afraid of burglars.
14. There was a woman there. I didn't notice her.
15. You are making too many mistakes. I don't want to forgive them.

Ex. 7. Join the beginnings and the ends using *what*.

E.g. I'll pay for what you do.

Beginnings

1. I'll pay for...
2. He didn't believe ...
3. I want to know ...
4. Show me ...
5. You will be punished for...
6. Tell me ...
7. I can't agree with ...
8. I saw ...

Ends

- a. you do.
- b. I said.

- c. he saw.
- d. you've got in your hand.
- e. you have done.
- f. you want.
- g. you have just said.
- h. you did.

Ex. 10. Complete the sentences with relative clauses.

- 1. The windows haven't been cleaned, ...
- 2. He has been missing for 48 hours, ...
- 3. I haven't done any skiing for 3 years, ...
- 4. He didn't believe my words, ...
- 5. We haven't got the results yet, ...
- 6. The train was very slow, ...
- 7. He asked me the same questions, ...
- 8. He played the guitar all the night, ...

- a. this made him angry.
- b. this made her worried.
- c. this is a pity.
- d. this irritated me very much.
- e. this makes it difficult to forecast.
- f. this made me late for my appointment.
- g. this showed that he hadn't been listening.
- h. this annoyed all his neighbours.

Ex. 11. Insert *which* or *what*.

- 1. This is ... I am interested in.
- 2. I didn't buy anything because I didn't see ... I wanted.
- 3. He listened to me in amazement, ... showed that the information was new to him.
- 4. He said that ... surprised him was the extreme noise outdoors.
- 5. I don't know ... disturbed you, but I'll do everything to help you.
- 6. He didn't know French, ... made it difficult for him to get a job.
- 7. I didn't see anybody in the street, ... meant I had to do everything myself.
- 8. I am sure that ... you say is true.
- 9. They gave me ... I asked for.
- 10. She goes jogging every day, ... keeps her healthy.

Ex. 12. Translate the sentences into English.

- 1. Ты знакома с мужчиной, который живет в соседней квартире?
- 2. Язык, на котором он говорит, называется голландским.
- 3. Я рассказала тебе все, что знаю об этой фирме.
- 4. Пожилая женщина, за которой ухаживает Маргарет — ее двоюродная сестра.

5. Единственная вещь, которая имеет для меня значение — твое будущее.
6. Кофе, который стоит на столе, сварен вчера.
7. Я хочу знать, что ты имеешь в виду.
8. Это лучший фильм, который я видел в этом году.
9. Я хочу видеть рядом с собой человека, на которого я смогу положиться.
10. Она сделала, что смогла.
11. Он не поверил моим словам, что очень меня разозлило.
12. Вчера я встретил девушку, которую ты ищешь.
13. Покажи мне текст, о котором ты говорил вчера.
14. Тебя накажут за то, что ты сделал.
15. Он задал мне один и тот же вопрос второй раз, что показалось мне странным.
16. Я не знаю ничего, что могло бы заинтересовать вас.
17. Мужчина, которым ты интересуешься, только что вошел в комнату.
18. Назови мне время, когда ты ожидаешь ее появления.
19. По вечерам он громко играл на гитаре, что раздражало всех соседей.
20. Я ничего не купил, потому что не нашел то, что мне было нужно.

39. Prepositions

At / on / in (time)

AT

Clock time

E.g. at 5 o'clock

public holiday

E.g. at Christmas

ON

days, dates

E.g. on Monday

On Monday morning

On the first of April

IN

parts of the day

E.g. in the morning,

in the afternoon, in the evening

longer periods

E.g. in winter, in 1945,

in the Middle Ages

REMEMBER:

At the week-end

At night / at midnight

At the moment

At present

At the same time

At the age of ...

At the end / beginning of ...

We don't use *at / on / in* before **this, last, next**

E.g. this morning

E.g. last September

E.g. next Monday

We use *in*:

a) to speak about time in the future

E.g. I will do it in a few minutes.

b) to say how long it took to do something

E.g. I translated this text in two days.

Ex. 1. Insert *at, in, on* or nothing.

- | | |
|----------------------------|----------------------------------|
| 1. ...Easter | 13. ... a quarter to ten |
| 2. ... Wednesday | 14. ... Easter day |
| 3. ...1921 | 15. ... spring |
| 4. ... night | 16. ...8 o'clock |
| 5. ... the evening | 17. ... Victorian times |
| 6. ... Friday evening | 18. ... the same time |
| 7. ... September | 19. ... 7 th February |
| 8. ... dinner time | 20. ... the moment |
| 9. ... next Saturday | 21. ... the end of this month |
| 10. ... Saturday | 22. ... Christmas day |
| 11. ... Saturday afternoon | 23. ... the week-end |
| 12. ... 12.30 a.m. | 24. ... Tuesday afternoon |

For / During

for is used to say **how long** something goes on;

during is used to say **when** something happens.

E.g. He was absent for two weeks.

During those 2 weeks he visited all his relatives.

Ex. 2. Insert *for* or *during*.

1. She will come up to you ... the interval.
2. She will stay with you ... about 2 hours.
3. They met ... the war.
4. They were together ... 3 years.
5. He studied in France ... two years.
6. They haven't seen each other ... a long time.
7. I fell asleep ... the flight.
8. He broke his ankle ... his walk around the mountains.

By / until (till is informal)

By is used to say that something will happen at or before a certain moment, not later.

E.g. We have to finish our work by 5 o'clock.

I don't doubt it, we'll get our salaries by Monday.

Until is used to say **how long** a situation will continue.

E.g. We will be working until 5 o'clock.

They will keep our salaries until Monday.

Ex. 3. Insert *by* or *until*.

1. Can I stay with you ... the end of the month?
2. I think, you'll have to leave ... Friday.
3. I have to arrive at the airport ... 6 o'clock.
4. You can stay at home ... 4 o'clock and then call a taxi.
5. She cried and cried ... midnight.
6. She stopped crying ... midnight.
7. You have to bring the books back to the library ... Tuesday.
8. You can keep the books ... next week.
9. You can do the washing ... midday.
10. You have to finish the washing ... midday.

***In / at* and *to* (places and directions)**

At / in are used for position.

To is used for movement.

E.g. to be / stay in Paris

To go / come / travel to Paris.

REMEMBER:

At home	in bed
At smb's house	in hospital
At work	in prison
At school	in Moscow
At university	
At an event (at a party, at a concert)	

Now study these examples:

<i>On (on a surface)</i>	<i>In (inside)</i>	<i>At (at some point)</i>
On the table	In the water	At a bus stop
On the chair	In the armchair	At the traffic lights
On the first floor		At the crossroads
On an island		
On a bus (on a plane, on a train)	In the street	At the corner of the street
On the river / road	In the middle of ...	At the top of (the page)
On the left / right	In the corner of the room	At the bottom of (the page)
	In the picture / photo	At the front of (the house)
		At the back of (the house)

We say:

Arrive in a country or town

E.g. to arrive in Bristol.

Arrive at other places

E.g. to arrive at work

(! to arrive home)

We go by car/ plane/ train ...

E.g. I went to Paris by train.

We go in a car, taxi.

We get into/ out of a car/ taxi.

We get on/ off a bicycle/ bus/ train.

E.g. Be quick! Get on the train.

Ex. 4. Insert prepositions where necessary.

1. We came ... a large, grey stone house.
2. Are you going ... the party on Saturday?
3. Why don't you take Ben ... the cinema?
4. When we arrived ... home it was very late.
5. When we arrived ... work it was 5 o'clock ... the afternoon.
6. We usually meet ... the café.
7. I didn't expect to meet John ... Tom's house.
8. "Is the new furniture ... your flat yet?"
9. "They are delivering it ... my flat on Tuesday."
10. "Let's meet ... the corner of the street." - "No, it's better to meet ... the crossroads".
11. Is there anything ... the corner of the room?
12. "How can I get ... the station?" - "Get ... a bus and you'll be there ... 10 minutes."
13. He goes ... work every day except Sunday. ...Sunday he stays ... home and works ... his garden.
14. "What is there ... the left?" - "It's a post office. It's right ... the end of the street."
15. I don't think I left my suitcase ... the train, I think I left it ... the taxi when I was coming back from London.
16. "Does Paul meet us ... the station?" - "No, he'll be waiting for us ... the bus stop."
17. We arrived ... the airport in time. We had enough time to get ... the plane.
18. I'm returning ... Moscow ... the end of this term.
19. "What do you see ... the picture?" - "There is a big island with a lot of hills ... it."
20. Shall we work ... my room or shall we come ... your office?
21. I was very tired, so I decided to go home ... taxi.
22. I don't like to travel ... plane, I prefer to do it ... train.
23. I had no time to talk to him as he got ... the bus and left.
24. When the taxi stopped she got ... and walked slowly towards the house.

25. “Get ... the bus immediately, or I’ll call the police” – the driver cried to the drunk passenger.

Ex. 5. Translate into English.

1. В понедельник в 5 часов утра Джек сел в такси и отправился в центр города. Он пробыл в городе 3 часа и затем вернулся домой.

2. В прошлом году на Рождество Анна организовала встречу в доме своей сестры. Гости не уходили до 6 часов утра.

3. Первого апреля 1998 года он сел в автобус на углу улицы, и никто не видел его с тех пор.

4. Столовая находится на первом этаже здания. В центре комнаты стоит большой круглый стол. В углу комнаты расположено старое кресло. Я люблю сидеть в нем вечерами.

5. На прошлой неделе в понедельник утром мой брат почувствовал себя плохо во время завтрака. В настоящее время он в больнице, и, я думаю, он вернется домой на следующей неделе.

6. Вам следует переходить улицу на переходе со светофором. Очень опасно делать это на перекрестке.

7. «Ты знаешь мужчину на фотографии?» «Это мой кузен. Он приехал в Москву в прошлом году. Он учится в Университете. Он собирается пробыть здесь до следующей осени».

8. Вы должны закончить работу к 5 часам. Я буду ждать вас на автобусной остановке 30 минут.

9. Он стал врачом в возрасте 30. В начале своей карьеры он проводил почти все время на работе. Сейчас он проводит больше времени дома. У него есть кабинет в задней части его дома.

10. В верхней части страницы вы видите два странных знака. Ученые считают, что этот текст был написан в средние века. В то же самое время слева в нижнем углу можно увидеть несколько слов, которые использовались в речи в конце 18 века.

40. Irregular Verbs

<i>Infinitive</i>	<i>Past Simple</i>	<i>Past Participle</i>
Be	was/were	been
beat	beat	beaten
become	became	become
begin	began	begun
bite	bit	bitten
blow	blew	blown
break	broke	broken
bring	brought	brought
build	built	built
burst	burst	burst
buy	bought	bought

catch	caught	caught
choose	chose	chosen
come	came	come
cost	cost	cost
cut	cut	cut
deal	dealt	dealt
dig	dug	dug
do	did	done
draw	drew	drawn
drink	drank	drunk
drive	drove	driven
eat	ate	eaten
fall	fell	fallen
feed	fed	fed
feel	felt	felt
fight	fought	fought
find	found	found
fly	flew	flown
forbid	forbade	forbidden
forget	forgot	forgotten
forgive	forgave	forgiven
freeze	froze	frozen
get	got	got
give	gave	given
go	went	gone
grow	grew	grown
have	had	had
hear	heard	heard
hide	hid	hidden
hit	hit	hit
hold	held	held
hurt	hurt	hurt
keep	kept	kept
know	knew	known
lay	laid	laid
lead	led	led
leave	left	left
lend	lent	lent
let	let	let
lie	lay	lain
light	lit	lit
lose	lost	lost
make	made	made

mean	meant	meant
meet	met	met
pay	paid	paid
put	put	put
read	read	read
ride	rode	ridden
ring	rang	rung
rise	rose	risen
run	ran	run
say	said	said
see	saw	seen
seek	sought	sought
sell	sold	sold
send	sent	sent
set	set	set
shake	shook	shaken
shine	shone	shone
shoot	shot	shot
show	showed	showed/shown
shut	shut	shut
sing	sang	sung
sink	sank	sunk
sit	sat	sat
sleep	slept	slept
speak	spoke	spoken
spend	spent	spent
spread	spread	spread
stand	stood	stood
steal	stole	stolen
stick	stuck	stuck
strike	struck	struck
sweep	swept	swept
take	took	taken
teach	taught	taught
tear	tore	torn
tell	told	told
think	thought	thought
throw	threw	thrown
understand	understood	understood
wake	woke	woken
wear	wore	worn
win	won	won
write	wrote	written

41. Word-Formation

Суффиксы				
образующие существительные	образующие прилагательные	образующие наречия	образующие глаголы	Числит
а) обозначающие производителя действия, профессию или орудие действия: -er farmer -ant, -ent assistant, president -ist economist -man businessman б) с отвлеченным значением: -ism socialism -ness backwardness -ment development -ion education -ship leadership -ance, -ence assistance, independence dence -(i)ty activity -ing advertising	а) указывающие на наличие соответствующих качеств и свойств: -able considerable -ible sensible -ant, -ent different -ive active -al national -ful peaceful -en woollen -ic historic -ous humorous б) указывающие на отсутствие соответствующих качеств и свойств: -less homeless в) указывающие на принадлежность к национальности: -ish British	образуемые действия: -ly steadily, wisely, directly	-ate decorate -ize organize -(i)fy purify -en broaden	а) количеств. 13-19 -teen fifteen ty — десятки — twenty б) порядковые -th tenth

42. Abbreviation List

adj	прилагательное
adv	наречие
Ant	антоним
C	исчисляемое (о существительном)
E.g.	пример
Ex.	упражнение
n	существительное
pl	множественное число
smb	кто-либо
smth	что-либо
Syn	синоним
U	неисчисляемое (о существительном)
V	глагол
V3	глагол в 3 форме (Past Participle)
vs	в сравнении с

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