

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ
БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ
«САМАРСКИЙ ГОСУДАРСТВЕННЫЙ АЭРОКОСМИЧЕСКИЙ
УНИВЕРСИТЕТ имени академика С.П. КОРОЛЕВА
(НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ)» (СГАУ)**

**ЭКОНОМИКА И МЕНЕДЖМЕНТ
(АНГЛИЙСКИЙ ЯЗЫК)
Часть I**

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Рекомендовано редакционно-издательским советом федерального государственного бюджетного образовательного учреждения высшего профессионального образования «Самарский государственный аэрокосмический университет имени академика С.П. Королева (национальный исследовательский университет)» в качестве учебных заданий по английскому языку

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Целью учебных заданий является развитие и совершенствование навыков устной речи. При составлении заданий использовались аутентичные источники.

Предназначены для студентов I курса, факультета экономики и менеджмента. Подготовлены на кафедре иностранных языков.

Учебное издание

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(АНГЛИЙСКИЙ ЯЗЫК)
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Учебные задания по английскому языку

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Unit 1
Meeting People
(Making Acquaintance → Getting Acquainted)

1. Learn the ways of introducing people (meeting people):

a) -May I introduce Professor Ivanov?

-Let me introduce myself, my name is...I am ... from...

-Meet Kate.

-Kate, this is Mr. Smith.

b) Possible replies:

-How do you do? Welcome! -How's life? - What about you?

-Hallo! Good morning! (afternoon, evening)

-I haven't seen you for ages. I would like you to meet...

-How nice to see you (again)! Please, introduce yourselves (yourself)

2. Getting information about people:

a) Three people are visiting your company today.

Ask and answer questions about them.

1. What's his/her name? (What is...)

2. What nationality is he/she?

3. Who does he/she work for?

4. Where does he/she work?

5. What's his/her position in the company?

6. Now find out about the people sitting next to you

What's your name?

What nationality...? Etc.

Learn active vocabulary:

1. To introduce smb. to –

представить кого-либо кому-либо;

2. To introduce oneself to –

представить кого-нибудь;

3. Let me introduce ... to –

разрешите представиться;

(May I introduce...)

4. Pleased to meet you –

рад познакомиться;

(happy to meet you)

5. I would like to meet... –

я бы хотел(а) познакомиться;

6. Haven't seen you for ages! –

сколько лет, сколько зим!

7. A formal (informal) situation –

формальная (неформальная обстановка);

8. A position /job –

должность;

9. To be responsible for (to) –	отвечать за (кого-либо; чего-либо)
10. Responsibility –	отчитываться перед;
11. To be in ... (business) –	ответственность;
12. To manage (a firm...) –	заниматься каким-то (бизнесом);
13. A manager –	управлять (фирмой...) – руководить;
	управляющий, руководитель,
	директор;
14. Management –	управление, руководство;
	менеджмент;
15. Chief executive officer –	главный исполнительный директор;
16. Personnel –	персонал, личный состав, кадры;
17. To produce (producer) –	производить, выпускать,
	вырабатывать, (производитель,
	изготовитель);
18. Production (product) –	производство, продукт, изделие,
	продукция;
19. Finance –	финансы, финансовое дело
	(финансировать);
20. Market –	рынок (рыночный);
21. Marketing –	реализация, сбыт, маркетинг
	(реализация сбыта);
22. To sell –	продавать (продажа);
23. Sale –	торговля, распродажа (по сниженным
	ценам), объем продаж, товарооборот;
24. Profile –	краткая биография;
25. Balance sheet –	балансовый отчет;
26. Profit and loss account –	счет прибылей и убытков.

3. Find out about your partner:

- What do (does) they (he/she) work for?
- What are (is) they- (he/she) responsible for?
- Who are (is) they (he/she) responsible to?
-

4. Getting acquainted

a) Work with a partner. Introduce yourself and get acquainted.

Find out

- their name
- where they come from
- type of business
- responsibilities

5. Personality profile

a. Read this article about a businessman called George Wong. Suggest possible words to fill the spaces.

George Wong comes from...¹ but he lives in ...². He is ...³ years of age, very successful, and he loves his job. He is Chairman of Parkview, a property development, ship building, and ...⁴ business. In his free time George listens to ...⁵. He likes bands like Led Zeppelin and T Rex. He has ...⁶ cars, including a Ferrari 512 TR, an Aston Martin Lagonda, a Lamborghini Diablo, three Mercedes, and a Mini. It's an unusual Mini because it has a television, fridge and ...⁷ machine inside.

George hates ...⁸. He says he is bad at things like balance sheets and loss accounts, and he also hates ...⁹. He never wears one.

(car distribution; numbers; Taiwan; rock music; 42; Hong Kong; ties; 10; Karaoke.)

b. Ask your partner questions to get the information missing from the article.

- 1) Where does George Wong come from?
- 2) Where does he live?
- 3) Is he married or single?
- 4) What is his education?
- 5) What are his hobbies and interests?

5. Read the profile of Derek Stirling and then write another profile about yourself. Use the topics below to help you.

(name; nationality; hometown; company; position in the company; responsibilities; hobbies/interests).

Profile.

My name is Derek Stirling and I'm Scottish. I live in Hadlow, a lovely English village near London, and I work for the Swire Group, Britain's largest private company. The group's activities are divided into five business areas: shipping, aviation, property, industries and trading. Our best known company is Cathay Pacific Airways.

I work at our London head office; I'm head of Corporate Finance, and I'm responsible for developing the business of the Group.

I'm always very busy and don't have much free time, but when I do, I like fishing and grow my own vegetables, just for fun.

6. Speaking. Interview a partner about their learning objectives.

- 1) Why do they want to learn English?
- 2) Who do they want to communicate with in English?
- 3) What do they want to practice most: reading, writing, listening or speaking?
- 4) How many hours a week can they spend studying English?
- 5) What equipment and materials do they have to help them learn?
- 6) What equipment and materials do they want to buy?
(a computer; a walkman; a satellite disk; a video recorder; a newspaper; stationery items; pen; pencils; Post-it notes; liquid paper etc).

Unit 2

Telephoning.

I General Information about Telephoning

1. Telephone communication is still used in business.

A successful businessman spends a lot of time talking to people on the phone. Calls from pay-phones to most places in the USA and Europe can be dial-direct or operator-assisted. The dial-direct system is much quicker and cheaper. To make a long-distance dial- direct call you will need to know the code (for the country; for the city, and the number you are calling). If you want to make an operator-assisted call, first call the operator and the operator will connect you.

2. Learn Active Vocabulary

- | | |
|---------------------------------------|--|
| 1) to make a telephone call – | позвонить; |
| Syn. to call smb. – | звонить; |
| to telephone smb. | |
| to ring smb. up | |
| a call – | звонок; |
| 2) Line – | телефонная линия; |
| to dial – | набирать номер по телефону; |
| To hold the line – | не вешать трубку; |
| I've got Mr... on the line – | на линии мистер ... (звонит мистер....); |
| 3)available [ə'veɪləbl] – | имеющиеся в наличии, |
| | свободный; |
| 4) to put smb. through (to connect) – | соединить кого-либо по телефону; |
| 5) Hold on, please – | не вешайте трубку; |
| 6) force majeure [fɔːsmæ'zəː] – | форс-мажор, |
| | непреодолимая сила. |
| (a force majeure case) – | Ни от кого независимые |
| | отрицательные обстоятельства; |
| | в случае форс-мажора; |
| 7) to make (requests) ; to agree to; | высказать просьбу |
| to refuse – | (согласиться с ..., отказать...) |
| 8) to respond to... – | отреагировать на ...; |
| 9) to confirm smth. ... – | подтвердить что-либо...; |
| 10) an extension number – | добавочный номер; |
| 11) Go ahead – | продолжайте, говорите...; |
| 12) The line is busy (engaged) – | линия занята; |

13) switchboard –	коммутатор;
14) to make an appointment –	договариваться о встрече;
15) to make changes to... –	внести изменения в ...;
16) to let smb. know... –	дать знать кому-либо...;
17) at around (approximately) –	примерно (приблизительно);
18) I'd like to order a call to... –	Я хочу заказать разговор с ...;
19) I'd like to cancel my order –	Я снимаю заказ;
20) We were disconnected –	нас разъединили;
21) May I speak to ...? –	Я хотел(а) бы поговорить с ...;
22) This is ... –	с вами говорит...;
23) Please call again... –	перезвоните, пожалуйста;
24) You have the wrong number –	Вы ошиблись номером;
25) to call back –	позвоните позже;
26) Telephone call for you... –	Вас просят к телефону.

3. Starting and finishing calls.

We use a lot of standard phrases to start and finish telephone calls. Study the table below, then add these phrases.

Anyway...	I'll look forward to seeing you on ...
How are things?	Let me know if there's anything I can do
I'm phoning to ask...	Thank you for calling.
Welcoming the call	Nice to hear from you.
Polite enquiries	How are you?
Saying why you are phoning	The reason I'm phoning is....
Indicating you're ready to finish	Right then...
Offering help	Give me a ring if you have any problems
Confirming future plans	See you on the 26 th , then; until Friday then
Ending on a friendly note	Thanks for your help Have a nice day.

4. Study these phrases for starting calls.

Identifying who is speaking

This is Paul Hening.

Paul Hening speaking.

Is that Julia Garlini?

Saying who you want to speak to.

Could I (Can I) speak to ...?

I'd like to speak to

Extension 596, please.

Supply the missing words in these conversations.

- | | |
|-----------------|---------------------------------|
| 1. Mrs. Brunet | Sales Department, good morning. |
| Mr. Keller. | Helen Steiner, please? |
| Mrs. Brunet | Hold on. I'll get her. |
| 2. Mrs. Steiner | Hello, Sales. |
| Mr. Keller |Helen Steiner, please. |
| Mrs. Steiner | |
| 3. Switchboard | Curtis Holdings. |
| Mr. Keller |293, please. |
| Miss Delmont | Accounts Delmont? |
| Mr. Keller | Jean Delmont? |
| Miss Delmont | Yes, How can I help you? |

5. Here is a telephone conversation between two businessmen with a secretary answering the call first:

Secretary: Good morning. Consolidated Industries. Can I help you?

Mr. Weston: Good morning. I'd like to speak to Mr. James Marsh, please.

Secretary: Who's calling, please?

Mr. Weston: My name is Weston. I'm from Plant Installation Limited, Manchester.

Secretary: Will you hold on the line a moment, Mr. Weston? I'll see if Mr. Marsh is available.

Mr. Weston: Yes, thank you.

.....

Mr. Marsh: Hello, Marsh speaking.

Secretary: Oh, hello, Mr. Marsh. I've got Mr. Weston from Plant Installation Limited on the line. Can you speak to him now?

Mr. Marsh: Oh, yes. Thank you. Put him through, please.

Secretary: You are through now, Mr. Weston.

.....

Mr. Marsh: Hello, Mr. Weston. What can I do for you?

Mr. Weston: Good morning, Mr. Marsh. I'm phoning to say we have problems with the spare parts you sent us last week.

Mr. Marsh: Do you mean the parts sent under Contract 106?

Mr. Weston: You are quite right.

Mr. Marsh: And what are the problems? What's wrong with the parts?

Mr. Weston: Well, you see the first problem is that the parts arrived with a two weeks delay.

Mr. Marsh: Mr. Weston, I've got an idea. Next week I'm coming to London and I'll contact you. I hope we shall come to an agreement.

Mr. Weston: Very good. Then we shall discuss the problem. By the way, when exactly are you coming?

Mr. Marsh: On Tuesday and I'll ring you up as soon as I come to the hotel.

Mr. Weston: Good. I'm looking forward to seeing you. Good-bye.

Mr. Marsh: Good-bye. See you on Tuesday.

7. Find the English equivalents in the conversations:

- 1) Доброе утро. Чем могу быть полезен?
- 2) Я хотел бы поговорить с г-ном Машем.
- 3) Кто его просит?
- 4) Не вешайте трубку.
- 5) Я узнаю, свободен ли он.
- 6) Говорит Маш.
- 7) Вам звонит Вестон.
- 8) Вы можете поговорить с ним сейчас?
- 9) Соедините меня с ним.
- 10) Господин Вестон, я вас соединяю.
- 11) Здравствуйте, господин Вестон. Чем могу быть полезен?

8. Write down answers to the following questions:

- 1) What problem made.....
Mr. Weston made the telephone call.
- 2) Did they settle the problem during the conversation?
- 3) Where and when did they decide to discuss the problem?.....
- 4) Whose initiative was it?.....

9. Reproduce the conversations:

=between Mr. Weston and the secretary

=between Mr. Marsh and the secretary

=between Mr. Weston and Mr. Marsh.

10. Translate into Russian:

=David is answering Pete's call.

=Two weeks before the group is to leave Moscow Pete telephones David.

=The group is for London in November.

=The secretary answers Pete's call.

=Can I help you?

= Could I speak to Mr. Hill, please?

= Hold on, please.

=I'll see if he is available.

=I'm putting you through.

=Thank you for calling.

11. Speaking.

You work at the headquarters of an international company. You are spending next week at your UK subsidiary in London and you have to arrange a meeting with UK Sales Director to discuss next year's plans. Phone and fix an appointment.

Use the following phrases:

=Can I help you?

=What can I do for you?

=I'd like to speak to ...

=Remember me to ...

=what's your name, please?

=I'm ...from ...

=Wait a minute, please.

I'll find out if he/she in.

=I'm very busy at the moment.

Ask him/her to phone later. (to ring back)

=Could you tell me

the code for...?

=May I speak/talk to ...?

=Yes, ... speaking.

=can you spell ..., please?

Unit 3 Companies

1. Read the following dialogue:

- Good morning, gentlemen! How are you?
- Fine, thanks. And how are you getting on?
- Very well, thank you.
- Let me tell you about our company. As you know, we produce process equipment. Our firm consists of 6 departments: Production, Sales, Export, Financial, Personnel and Research & Development. The latter is the newest. It was created five years ago.
- According to your legal status, are you Plc?
- Right. Our management are the Meeting of Shareholders and the Board of Directors. The chairman of the company is Mr. Rogers. Currently we employ 1600 people. Our turnover is more than £ 300 million. We export our equipment to 15 countries all over the world. Besides, we have two subsidiaries in Holland and Germany with headquarters in these countries. We are looking for new partners in Eastern Europe as well. We would like to expand our activity. So Mr. Foster went to Moscow to establish personal contacts with your company.
- We investigated thoroughly your business proposal. I expect to make Draft Contract here, maybe by the end of this week, and finally conclude the contract with you after discussing it with my Director by phone.
- I plan to go to London for three days. As you know, there will be an exhibition. Will you join me?
- With pleasure.
- And after that you'll have enough time for visits to our works and going sight – seeing.
-

2. Learn the active vocabulary:

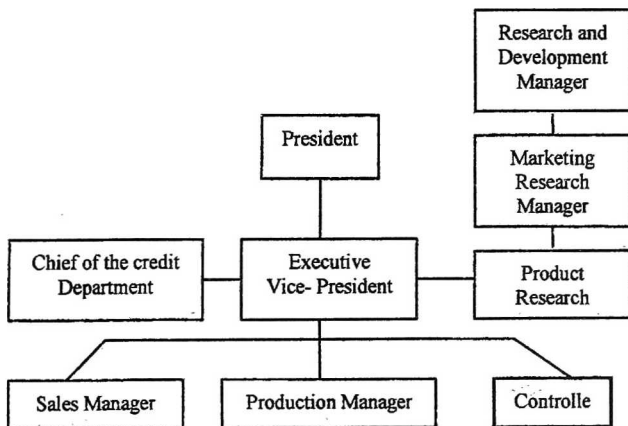
company, firm, organization –
department –
production –
sales –
sales representative –
sales manager –

фирма;
отдел, отделение;
производство;
торговый;
торговый предприниматель;
менеджер по сбыту;

to be on sale –	продаваться;
turnover –	оборот;
research –	исследование (R & D - Research and Development- НИОКР
	научно – исследовательские
	и опытно – конструкторские работы;
development –	развитие, освоение, разработка;
headquarters –	штаб- квартира, главное правление;
subsidiary –	дочерняя фирма;
branch –	филиал, открытое акционерное общество;
plc (Public Limited Company)–	собрание акционеров;
meeting of shareholders –	совет директоров;
board of Directors –	деловое предложение,
business proposal –	синоним: offer
	to propose (offer) smth to smb.-
	предлагать кому-то что-то;
Draft Contract –	проект контракта;
To join –	присоединяться;
Exhibition–	выставка.

3. Imagine that you are the head of the company shown in this diagram. Describe your company. Answer the questions:

- How many departments are there at the company?
- How many managers work at the company?
- Which is, in your opinion, the most important department?
- Are there any overseas branches?



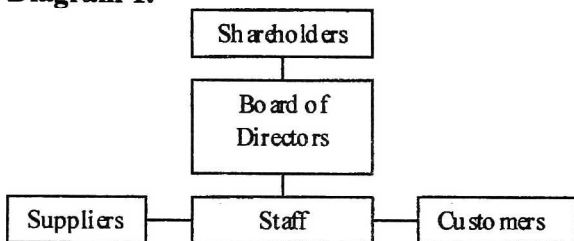
4. Work with a partner. Ask and answer these questions about companies:

What are the principal business activities of your company?
Where is the head office located?
What is the net income (чистая прибыль) of the company?
How many employees does the company have?
What is the company's turnover?
What are your current projects?

5. Here are 2 diagrams representing the structure of an organization. Look at diagram 1. Which group of people

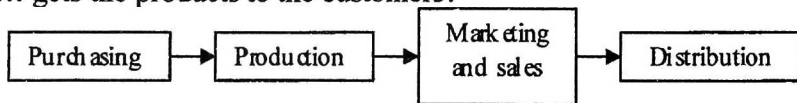
1. ... own the company?
2. ... sell to the company?
3. ... formulate policy?
4. ... buy from the company?
5. ... work for the company?

Diagram 1.



Look at diagram 2. Which part of the organization

1. ... manufactures the products?
2. ... sells the products?
3. ... buys supplies?
4. ... gets the products to the customers?



6. Read more information about the structure of an organization. Translate the passage.

The Management and Control department plans, schedules, monitors, measures and gives direction. The Finance and Administration department records transactions, collects cash, makes payments, and calculates costs. The Research and Development department creates new products. The Human Resources department deals with personnel matters.

7. Draw a diagram of your organization and explain it to another student.

8. Read the following presentation. Schering is an international company engaged in agricultural and pharmaceutical activities. The French pharmaceutical subsidiary has recently changed its organizational structure. A manager describes the new structure to some colleagues from other parts of the organization.

Manager: Let's look at the new organization of Schering, France. At the top we have the General Manager and he has six people who report to him. There is the Director responsible for strategic cooperation. Then there's me. I'm responsible for development and marketing. Then there's the Production Director, the Financial Director, the Personnel Manager and the Pharmaceutical Director.

Now let's look at my team in more detail. As you can see, I have a Commercial Director, a Medical Director and then there are three Unit Directors. Two of them are responsible for domestic sales and one for foreign sales. But the interesting thing about these units is the work groups. One unit has three work groups and another has four. They have a lot of advantages. Firstly, each one works in a different medical field so they can develop the necessary specialized knowledge. Secondly, it's very motivating for the staff. Each group is a separate profit centre. They are totally in control of their own budgets so they have a lot of responsibility. There are six people in each group. There's someone from marketing and someone from manufacturing. Then there are two doctors, one responsible for medical communication and the other working on research and development. There's someone from the sales force and someone from the Pharmaceutical Department. So each person represents a different section of our organization. And that's another big advantage. There's a wide range of expertise to use when they are making decisions.

9. Draw a diagram showing the structure of the organization you have read about. Answer the questions:

1. Who made the presentation?
2. Who does he report to?
3. What are the Unit Directors responsible for?
4. What three advantages of the work groups does he mention?

10. Translate the text of the presentation into Russian.

Unit 4
Business Trip

1. Read the following dialogues:

1) *Reserving a room at a hotel*

- Hello. Northern Star Hotel. Can I help you?
- Yes, I'd like to reserve a single room with a bathroom, for three nights, from Wednesday, the 12th of February, to Friday, the 14th of February, inclusive.
- Let me see... Yes, sir. A single room for three nights with English breakfast, is that right?
- Yes, that's right.
- What is your name, please?
- It's not for me, it's for Mr. Petrov.
- Could you spell it, please?
- Yes, of course. P-E-T-R-O-V.
- Thank you, sir.

2) *Buying a ticket*

- Good morning. What can I do for you?
- I want to fly to London. Are there any seats available on Wednesday, next week?
- Are you flying alone, sir?
- Yes.
- What class?
- Economy.
- Are you flying alone sir?
- Yes.
- Just a moment, sir... I'll check... yeah... there are a few seats left.
- Fine.
- As a rule, we sell return tickets. You can buy an open-date ticket for a journey back.
- Can I pay cash?
- Certainly, sir. Here you are. Flight PS 501.
- What time is the flight due to depart?
- It leaves at 8.55 a.m.
- And what time does it arrive in London?
- 10.30 local time.
- Thank you very much.

3) At the hotel.

- Good evening, sir. What can I do for you?
- Good evening. I have a room reserved at your hotel.
- What's your name, please?
- Petrov.
- Just a moment... Yeah, a single room with a bath and English breakfast for three nights. Is that right, sir?
- Yes, that's right.
- Just sign the register... Thank you. Here is your key. Room three-o-seven. It's on the third floor. The lift is over there.
- Thank you. What is time for breakfast?
- Any time between 7 and 9.30.

4) At restaurant

- Good evening, sir. Would you like to sit over there? Near the window.
- Yes, thank you. May I look through the menu?
- Of course. Here it is.
- Have you decided, yet, sir? May I take your order?
- Yes. As a starter, I'll have an onion soup.
- O.K. How about the main course?
- I'm not sure... Perhaps you could help me?
- I'd have a steak in wine sauce. It's the speciality of the day.
- All right. I'll have the steak.
- What would you like with the steak, sir?
- A salad and some mashed potatoes, please. And could I see the wine list?
- Here it is, sir.
- I'll have some French red wine.

2. Vocabulary

to reserve a room –	заказать номер в гостинице;
inclusive –	включительно;
seats available –	свободные места;
check –	проверять;
return ticket –	билет в оба конца;
open- date ticket –	билет с открытой датой;
cash –	наличные;
depart –	отправляться;
sign the register –	расписаться в журнале;
room three- o- seven –	комната 307;

starter –	первое блюдо;
main course –	основное блюдо;
speciality –	фирменное блюдо;
mashed potatoes –	картофельное пюре;
wine list –	список /перечень вин.

3. Imagine your business partner from London is calling you to discuss his business trip to Samara. Ask him when he is coming, offer to meet him at the airport and reserve a room at a hotel for him.

4. Imagine you are buying a plane ticket to London. You want to fly economy class next Tuesday. Find out if there are seats available, the cost, the time of departure and arrival.

5. Imagine you are in London and want to stay at a hotel. Talk to the hotel clerk. Explain what kind of room you want.

6. Imagine you are at a restaurant with your business partner. Order a meal.

7. Read the text “Traveling by Air”.

Vadim Kozlov, Chief Engineer of a Russian trade firm, traveled to Delhi on business last week. He arrived at Sheremetjevo airport, had his ticket registered, filled in a declaration form and joined the passengers in the waiting-room. When they heard the announcement “Attention, please. Will passengers for Delhi join flight 34, at gate 3”, the passengers had their luggage X-rayed and got on board the plane. The hostess gave Kozlov an arrival card to fill in. He wrote in block letters his full name, home address and the purpose of his visit. The sign “Stop smoking. Fasten seat belts” appeared and the plane took off. When the plane landed at Palam airport in Delhi Kozlov had to go through the customs control. As he had no things liable to duty he went through the green corridor.

8. Read, learn and act out the dialogues. Practice with a partner and make up your own dialogue after the pattern.

1) – How long did it take to get to N.?

– Five hours. The flight was awful because the weather was nasty. Some passengers were sick.

– Had it started raining before the plane took off?

– Yes, it had. I must say the hostesses were very helpful. They gave people soft drinks, newspapers and magazines.

2) – Can I have a single room on the second floor, please?

– I’m sorry we can’t give you a room on the second floor.

- Is the hotel full up?
- Yes, there's a conference here.
- 3) – Have you reserved a table at the Prague restaurant?
- Not yet. I hope I'll do it today. But first I'll have to find out what cuisine our guests prefer, European or local.
- 4) – What would you like for dessert, Mrs. Adams?
- Is there banana ice-cream on the menu?
- I am afraid there is not. You can take strawberry ice-cream. It's very good.
- 5) – Could you telephone the Aeroflot booking – office and find out if we can book two seats on a plane to Warsaw?
- I'll do it right away. Do you want to go by a morning plane?
- Yes, I'd rather do that.
- 6) – Here's the menu, Ann. What would you like to have for the second course?
- I really don't know. What will you recommend?
- The choice is good. Will a steak do?
- Perfectly.

9. Fill in the missing remarks and act out the dialogues.

1. A: Is that the booking-office?
- B: ?
- A: I'd like to book two seats on an express train to Novosibirsk. Are tickets available?
- B: ...
- A: How long will it take me to get there?
- B: ...
- A: I see. What's the fare?
- B: ...
- A: Thank you.
2. A: Is this your suitcase, sir?
- B: ...
- A: Will you open it, please?
- B: ...
- A: Have you got any things liable to duty?
- B: ...
- A: They are duty free.
- A: ...?
- B: I want a double room for five nights from today.

A: ... Let me see. Yes, a double room on the second floor is available.

B: ...?

A: The charge is 50 pounds a night. Here is a form. Fill it in, please.

3. A: ... I'd recommend you to begin with a vegetable salad. Would you like some soup?

B: ...

A: Would you like fish for the second course?

B: ...

A: Good. And for dessert?

B: ...

Notes: full up – заполненный;
cuisine – кухня;
local – местный;
will a steak do? – Бифштекс подойдет?
fare – плата за проезд;
suitcase – чемодан;
liable to duty – облагаемый пошлиной;
fill in – заполнять.

Supplementaries

What is Business?

Business is a word which is used in many different languages. But exactly what does it mean? Traditionally, business simply meant exchange or trade for things people wanted or needed. Today it has a more technical definition. One definition of business is the production, distribution, and sale of goods and services for a profit. To examine this definition, we will look at its various parts.

First, production is the creation of services or the changing of materials into products. One example is the conversion of iron ore into metal car parts. Then these products need to be moved from the factory to the marketplace. This is known as distribution.

Third is the sale of goods and services. Sale is the exchange of a product or service for money. A car is sold to someone in exchange for money. Goods are products which people either need or want; for example, cars can be classified as goods. Services, on the other hand, are activities which a person or group performs for another person or organization. For instance, an auto mechanic performs a service when he repairs a car. A doctor also performs a service by taking care of people when they are sick.

Business, then, is a combination of all these activities: production, distribution, and sale. However, there is one other important factor. This factor is the creation of profit or economic surplus. Profit is the money that remains after all the expenses are paid. Creating an economic surplus or profit, is a primary goal of business activity.

What Makes a Good Manager?

One hears over and over again that what a modern enterprise needs is a good manager. What do you think of the problem?

The importance of a good manager can't be overestimated. A good manager should have high standards of professional knowledge and personal conduct, first of all, he or she must be flexible, have confidence in himself or herself, keep a sense of proportion. Besides, he/she must have leading ability.

Managers must know how to set goals and how to achieve them, how to divide work and to coordinate the activities of individuals. They must also know how to take corrective action if the organization is not progressing towards its goals. Managers are to create an environment where individuals, working together, can perform effectively and efficiently. Nowadays, managers should be more skilled in handling people; it is necessary for them to understand that human resources are a very important part of any business and the manager's job is very interesting.

Some Facts about Russian Economy.

Russia is surely integrating into the world economic system. In line with the ongoing economic reforms new businesses belonging to different forms of business organization are being established throughout the country. People wishing to establish or running businesses often have personnel problems.

Some years ago a famous American pharmaceutical company set up a representation office in Moscow. After the years of successful operation in Russia the managers of the representation office have decided to replace the American staff by the Russian staff including the key positions in the representation office.

It was decided to start with the post of Sales Manager. An advertisement about the vacant position of the Sales Manager has been inserted in several newspapers and the representation office received a lot of applications. The personnel manager has studied the applications with curricula vitae attached to them (enclosed) and selected from his short list the applicants with the right qualifications for the post for the final interview.

The applicants are interviewed by the Deputy Chairman, Personnel Manager and a representative of the company.

The interviewers have different views about the person to be appointed to the post. For example, the Personnel Manager thinks a woman would be better, while the others are sure that a man is more suitable for the job. Besides, the Deputy Chairman believes that experience is useful but not essential.

The Personnel Manager is looking for someone who will be able to use initiative. The representative of the company wants a person who has experience of work abroad. During the interview applicants are asked different questions about the personal background, education, knowledge of foreign languages, experience, present job, salary, interests, hobbies, health, etc. They explain the job, what the person will have to do, make notes about the applicants (appearance, general impression, answers given to the questions, questions asked by applicants), so that it will be easier to decide between the applicants.

After the interviews the interviewers discuss the applicants and make the final decision. Finally the successful applicant is called back into the interview room and offered the job.

The Benetton Company.

Success Story.

One of the most successful fashion companies in the world is Benetton. The Benetton family opened its first shop in Italy in 1968 selling clothes with simple clean designs and unusual unreal colors. Today, there are Benetton shops in major cities all over the world. The success of Benetton illustrates four principles in good marketing: consumer concept, systems link, information link and retail link.

The consumer concept means to build a business not around products, but around things people value – especially quality.

The systems link means to develop a business system to reflect these values.

The information link is to make sure that the system responds quickly to people's demands.

The retail link is to create a close relationship with the retailers.

Luciano Benetton, the founder, and his sister Juliana began by asking what consumers wanted. Instead of quickly making clothes and then trying to sell them, Benetton waits to get information about what the customers want to buy. When something is sold at a Benetton store, the store records information about the type, color, and size of the item. Information is also gathered about its most popular products around the world. There are 6.300 Benetton stores in almost 100 countries around the world. Understanding what customers want and offering it to them are the primary goals of Benetton. What makes the company work is that everyone has a job to do. Everyone is one piece of the puzzle. Each employee knows what to do, and what is expected. Each piece fits with all the others, and when it comes together – it spells “success!”

The Walt Disney Company.

Walt Disney, the creative genius and founder of what is today an international entertainment conglomerate, was born in 1901 into a farm family. Fueled by clever concepts and an innovative spark, young Walt worked as a cartoonist for a Kansas City newspaper and created animated shorts for local movie theaters. However, when his early business ventures failed, the 21 – year – old dreamer left for Hollywood.

In Los Angeles Walt went into business with his older brother Roy. Together they formed the “Disney Brothers” and immediately began work on their first series of shorts. From the beginning, it was Walt who handled the production of cartoons while Roy was relegated to the secondary, but necessary, role of arranging the financing for Disney Brothers animation. Inspired by the moderate success of their first series, entitled “Alice in Cartoonland”, the brothers next created “Oswald the Rabbit.” However, disaster struck when a New York distributor stole the series along with all of its animators. Disappointed but not defeated, the Disneys renewed their search for concepts and animators. It was Walt who developed the idea for Disney’s earliest character, Mickey Mouse. New York distributors were uninterested in “Plane Crazy”, the 1st silent short to spotlight the mouse that would become one of Disney’s most dearing and timeless characters. The brother persevered and featured Mickey in a new film the following year. The Disney Brothers were the 1st production company to employ sound in an animated short and it came as no surprise when Walt renamed the company “Walt Disney Production”.

Text A.

Mr. Manley Johnson began working for 3m France in 1998 after completing his studies in organic chemistry at the University of Illinois. He first joined the Building Service and Cleaning Products Division where he worked on improving many different products. He also worked as a supervisor in the Industrial Laboratories Division and developed "Scotch Guard", which is used to protect carpets and is now sold throughout the world.

Mr. Johnson then took on responsibilities in the Industrial sector which manufactures and sells cleaning products. He was in charge of managing the technical aspects of this business for four years and reported to Dr. Chuck Rich.

He spent the next three years as Technical Director of the Life Sciences Sector. He was responsible for identifying important technologies for the company's future business and worked with various divisions to find the right strategies for developing these technologies. A position which Mr. Johnson held for three years was that of Technical Director of the Disposable Products Division. He worked very closely with the technical staff of major customers to identify their specific needs. He found this to be a very interesting and exciting job.

Text B.

Manley Johnson is the Technical Director of 3m France, which includes direct responsibility for 15 European laboratories. He makes decisions concerning technical partnerships and patents and is responsible for finding the right people to work in the company. He believes that an important part of his job is making sure that his technical staff have strong careers and opportunities because they will run the company in the future.

A very important part of his job is to bring the 3M R/D culture there, to make sure that people talk to each other and share technologies, they understand what is going on within the technical community. A large part is human resource aspect. One of his most important jobs is to hire the right people, and there is a tremendous talent pool there in France that the company has to access if it is going to compete globally.

Text A.

The most important thing when interviewing a candidate is his character, his ability to react, his intelligence and his suitability for the position for which he is being interviewed. As for the person's appearance it does not influence the decision, but it does have some bearing on the decision, if you can take the difference between the two. It is important that the person is well presented, is neat and tidy, and that he has a good manner because that shows a lot about his personality. It is necessary for the candidate to be prepared in any way for the interview. Normally the candidate has at least one or may be two interviews with junior members of staff before he gets to the Personnel Manager who expects the person concerned to have a fairly good knowledge of: (1) what the company does, (2) what he is going to be expected to do, and (3) who he is going to report to.

Those three items are very important and if the candidate does not give an impression of understanding one of those three items, then obviously he gets marked down accordingly.

The major way a candidate goes wrong is by basically becoming a yes-man or a yes-woman and agreeing with everything you say. What is most important is first of all to listen, secondly, to ask the right questions, and thirdly, perhaps the most important, is to create the right kind of relationship with the interviewee or the interviewer. When you get a yes-man in front of you, or a yes-woman, then that person is obviously not creating an adult – to – adult conversation, he is creating an adult – to – a child conversation, and in most cases managers are not going to be interested in employing a child.

Text B.

When the personnel manager is informed by the secretary that the candidate has arrived, he leaves his office and goes and greets him in the reception area and brings him personally into his office and sits him down across the desk to him. He normally starts by asking the candidate to tell what the job is that he is being expected to do, just to be sure that he understands fully.

Then he asks the candidate to tell him a bit about the company that they are working for, so that he at least understood exactly what they do. After that he reviews his CV, and in particular either his previous employment or current employment which is very important. Basically this is done to see how good he is at expressing himself,

and to see what kind of character he is. Then the manager gives him his view of what the position is that they are recruiting for and also his own view about the company, then he normally gives the candidate a period of 5 to 10 minutes to ask some questions. Then he goes back to the candidate and just talks about him, and maybe then when he is fully relaxed, or more relaxed, puts in a few of the tricky questions, usually two maximum.

The interview normally lasts a minimum of 45 minutes.