

1. Задание № 1, 2, стр. 4, раздел 1 читать, переводить, выражения записать в тетрадь.

1

What is Business English?

In a short time you may be studying Business English at school. But do you know exactly what it is?

1 Read the questionnaire below and tick (✓) the best answers for you.

	Yes	No	Don't know
Business English:			
1 is a list of words that are used in finance and commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 is a language used in banking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 refers to economic issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 is useful when you work with English-speaking people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 is the language used in written correspondence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 is useful if you want to find a job abroad.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 includes all aspects of buying and selling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 is the language used in marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 is important to understand economic issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 requires a good knowledge of basic grammar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You can answer 'Yes' to every question in the questionnaire above.

Simply speaking, Business English is the language used in international trade. In other words, it involves everything related to buying and selling. But it involves much more. Of course the starting point is the language, so you must know grammar quite well, but vocabulary can be very specific because it depends on the topic: economy, finance, products, and so on.

Business English will develop all your language skills:

- reading (documents, texts)
- writing (emails, reports, documents)
- listening (conversations, presentations)
- speaking (conversations, presentations)

These are all communication skills that you will use in business situations: when you work in your office, when you are at a meeting, when you look for information, when you take decisions related to your job. Also, Business English will help you connect many subjects that you study at school: Economics, Finance/Accounting, Legal Studies, Geography, and also IT, and other foreign languages.

2 What other school subjects do you think you study these topics in? Write the name of the subject and check at the bottom of the page.

- 1 writing emails _____
- 2 payment methods _____
- 3 business legislation in the European Union _____
- 4 logistics and transport _____
- 5 different types of economic systems _____
- 6 writing a CV _____

1 IT 2 Finance/Accounting 3 Legal Studies 4 Geography 5 Economics 6 Foreign languages

2. Задание 3, стр. 5. Читать выражения, перевести, заполнить таблицу.

1

In this book you will meet some basic and traditional Business English topics.

3 Complete the table of topics with a description of the topic contents from the list below.

Content:

- Money is the driving force in business. Banks, profits, sales are key words.
- An enterprise that sells or buys goods or services. It must be organized into departments with different activities.
- The place where goods and services are bought and sold. The people involved are producers, sellers, consumers.
- There is a set of laws regulating international business that must be followed. Working in the business world also implies being able to understand and prepare documents like contracts, payment and transport documents, invoices, and others.
- The process of buying and selling. It consists of personal contact, speaking over the phone, writing emails, preparing documents, sending goods, solving problems.
- Today all companies must beat competition if they want to sell their product. This means that they must be good at producing the right product, at the right price and persuading people to buy it.
- Looking for and finding a job in a foreign country. It means writing and speaking about your qualifications and skills.

	Topic	Content
	The market	
	The company	
	Business transactions	
	The job market	
	Business documents and legislation	
	Finance	
	Marketing	

Домашнее задание: прочитать и перевести текст «The Market», перевод написать в тетрадь.

2

The Market

A market is where people buy and sell. The people who sell are called sellers – also producers or manufacturers – they make and provide what the market needs. The people who buy are called buyers – also customers – they use what they buy from sellers. But what is bought and sold in a market? Goods and services. Goods are physical objects like computers, mobile phones, shoes, spaghetti. Services are non-physical objects like banking, transport, concerts, advertising. Of course the quantity and type of goods and services produced interacts with the quantity and type of goods and services the market demands. This is called the law of supply and demand. The supply is the quantity of goods or services that producers put in the market. Demand is the amount of goods and services that buyers will buy. Producers make what consumers require because they don't want to produce something that nobody wants to buy. This law is the driving force of any market. But what influences a customer's choice of what product to buy and in what quantity? One of the most important factors that determines this choice is the price. In general, people buy more when the price is low and buy less when it is high. This can create competition in the market between different sellers of the same product who want to win as many customers as possible, so they must beat competitors but, at the same time, they must make a profit.

1 Match these words with their definitions.

- | | |
|---------------------|---|
| 1 producer | a <input type="checkbox"/> A place where buyers and sellers are in contact with one another. |
| 2 customer | b <input type="checkbox"/> The relationship between the quantity of products and services that are for sale and the quantity that people want to buy. |
| 3 services | c <input type="checkbox"/> A company or person that makes goods. |
| 4 market | d <input type="checkbox"/> Things produced and sold. |
| 5 price | e <input type="checkbox"/> Someone who buys goods or services. |
| 6 supply and demand | f <input type="checkbox"/> The amount of money you pay for something. |
| 7 goods | g <input type="checkbox"/> The activity of persuading people to buy something. |
| 8 advertising | h <input type="checkbox"/> Products which are not goods. |

2 Complete the sentences with words from the text.

- 1 The interaction of supply and _____ determines what is produced and the quantity.
- 2 Customers prefer buying products with a low _____.
- 3 FIAT is an Italian car _____.
- 4 Banking is a type of _____.
- 5 _____ is when sellers try to be more successful than others in a market.
- 6 Every company wants to have a _____ from its sales.

3 Read the text and answer the questions.

- 1 Who is a seller and who is a buyer?
- 2 What is the difference between goods and services?
- 3 What is the difference between supply and demand?
- 4 Why is price an important factor in a market?
- 5 Do you agree that market demand influences what a producer puts in the market? Why?

4 Look at these two lists of similar words. Can you find any of them in the text?

to sell	to produce
seller	producer
sales	product
sales manager	production manager
sales department	production department