

1. Задание № 1, 2,3,4, стр. 6, раздел 2 читать, переводить, выполнить, записать 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 seller sales sales manager sales department	to produce producer product production manager production department
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2. Задание № 5, 6, 7, стр. 7. Выполнить упражнения, записать в тетрадь.

5 Are these goods or services? Label the pictures.



1 _____



2 _____



3 _____



4 _____



5 _____



6 _____



7 _____



8 _____



9 _____



10 _____

6 Now write 5 examples of goods and 5 examples of services typical of your country.

Goods

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Services

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

7 Read the interview with Paul Laxer, an MP3 player manufacturer. Complete the dialogue with these questions.

Does your company invest much in advertising
~~What exactly do you produce~~
 Do you mean that you beat the competition with low prices
 Is there much demand in the market for this type of product
 can we say that you're not worried about sales
 isn't there strong competition from mobile phones or smartphones

Interviewer: So, Mr Laxer. Tell us something about your company. (1) *What exactly do you produce?*

Mr Laxer: Well, we make MP3 players. We specialise in small, light, coloured, and of course, highly-technological MP3 players.

Interviewer: (2) _____?

Mr Laxer: Absolutely. At the beginning this product was just for young people. But now it's become very popular with older people as well. Today everybody listens to music anytime, anywhere.

Interviewer: I agree with you but (3) _____?

I mean, there are so many mobile phones with this function.

Mr Laxer: It's true but still, our MP3 players have a good market. They have an unbeatable price compared to other similar articles and of course they're cheaper than good mobile phones.

Interviewer: (4) _____?

Mr Laxer: Yes, low prices combined with excellent quality, I would say.

Interviewer: (5) _____?

Mr Laxer: Not much. You see, our product has been on the market for a long time and has always been popular. So it's well-known and doesn't need too much advertising.

Interviewer: So, (6) _____?

Mr Laxer: Fortunately no, we aren't at the moment. But, you know, customers' needs may change at any time. We'll be ready when it happens.

Домашнее задание: Упр. 8, стр. 8 прочитать и перевести текст , перевод написать в тетрадь.

2

8 Read the text below and then match the beginnings and the ends of sentences 1 to 3.

Never think that the world of business or of economy is far from you just because you are a teenager! You are a consumer of goods and services which means that you play the rules of the market. Like a lot of teenagers, you probably receive pocket money from your parents. Are there times when you can't do something with your pocket money because you don't have enough? Have you ever thought what this means in terms of economics? Let's look at an example. Last Monday you received €20.00 as pocket money. On Friday afternoon you talk to your friends and discuss going to the cinema tonight and going to the disco together tomorrow night. You want to do both. Unfortunately you've already spent €9.00 and you don't want to ask your parents to give you your pocket money for next week in advance because this means that you won't receive any money next week. So you decide that you'll go to the cinema tonight (you have enough money for that) and you won't go to the disco. What does this mean in terms of economy?

- | | |
|---|--|
| 1 For you, as a customer, it means that | A he has earned more money. |
| 2 For the disco's owner, it means that | B your choice is influenced by the costs of the two things you want to do. |
| 3 For the cinema's owner, it means | C he has lost a customer. |

Globalisation

Today we talk about the global market. This means that the whole world has become a single marketplace and is not formed by different national markets. In other words, we are in an international market where companies have more opportunities to sell their products in any country in the world and customers have more opportunities to buy products from all over the world. In international economy this is called globalisation: the process by which companies operate in a lot of different countries all around the world.



What has facilitated this process of buying and selling in the world market? One of the most important factors is that, over the past 20 years, there have been developments in new technology and in communication systems: thanks to the use of the Internet, email, mobile phones and video conferencing, companies can communicate 24 hours a day, 7 days a week. Also, improvements in transport and the reduction in restrictions to commerce (taxes on imports, for example) have given companies more opportunities in foreign markets and have contributed to free trade.

9 Read the text about globalisation and decide if these statements are true (T) or false (F). Correct the false statements.

- | | |
|--|-------|
| 1 Globalisation can be defined as the activity of buying and selling goods and services in all the countries in the world. | T |
| 2 Globalisation started in 1920. | _____ |
| 3 Today people can communicate at any time on any day. | _____ |
| 4 Taxes on imports is an example of free trade. | _____ |
| 5 Today it is easier to transport goods from one country to another. | _____ |