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высшего образования
«Сибирский федеральный университет»

Английский язык

Методические указания и контрольные задания 3,4 для студентов 2 курса
отделения заочного обучения.

Красноярск –2018

ЗАДАНИЯ ДЛЯ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ ЗАОЧНОЙ ФОРМЫ ОБУЧЕНИЯ

II курс

III семестр

1. Используя данные методические указания выполнить **письменно контрольную работу № 3**. Для изучения грамматического материала получить в библиотеке учебник по английскому языку автора Ю. Голицынский.

2. Подготовить грамматический материал по контрольным работам для **устной** защиты.

3. Подготовить **устное** сообщение по теме «The role of computer in our life» (**10 предложений** по теме).

4. **Прочитать тексты и диалоги**, подготовиться к их **устному** переводу (с. 38 – 53 (LESSON 7-9)). Выучить слова (**лексический минимум**) **после текстов и диалогов**. Выполнить упражнения и подготовиться к устному ответу по ним. Задания выполняются по учебному электронному пособию «English for business».

II курс

IV семестр

1. Используя данные методические указания выполнить **письменно контрольную работу № 4**. Для изучения грамматического материала получить в библиотеке учебник по английскому языку автора Ю. Голицынский.

2. Подготовить грамматический материал по контрольным работам для **устной** защиты.

3. Подготовить **устное** сообщение по теме «My specialty» (**10 предложений** по теме).

4. **Прочитать тексты и диалоги**, подготовиться к их **устному** переводу (с. 54–68 (LESSON 10-12)). Выучить слова (**лексический минимум**) **после текстов и диалогов**. Выполнить упражнения и подготовиться к устному ответу по ним. Задания выполняются по учебному электронному пособию «English for business».

Требования к зачету / экзамену

1. Зачтенные контрольные работы.
2. Успешная устная защита контрольной работы.
3. Сдача устных разговорных тем.
4. Чтение и перевод текстов из учебного электронного пособия «English for business».
5. Сдача лексического минимума.

ТРЕБОВАНИЯ К ОФОРМЛЕНИЮ КОНТРОЛЬНОЙ РАБОТЫ

Письменные контрольные работы следует выполнять в отдельной рабочей тетради, указав на обложке свою фамилию, номер контрольной работы, свой шифр и адрес.

Контрольные работы необходимо писать ручкой аккуратно и разборчивым подчерком.

При выполнении контрольных работ нужно оставлять в тетради слева и справа широкие поля для замечаний преподавателя.

Материалы следует располагать по указанному образцу:

	Левая страница	Правая страница	
Поля	Английский текст	Русский текст	Поля

Если контрольная работа выполнена без соблюдения перечисленных указаний или не в полном объеме, она возвращается без проверки.

КОНТРОЛЬНАЯ РАБОТА № 3

I. Перепишите предложения и переведите их на русский язык

1. An economist should know both the advantages and disadvantages of the marketing operations.
2. Without up-to-date computer equipment it would impossible to know the information about raw materials and manufactured goods.
3. Special leaflets, booklets and other printed matter about the goods should be printed when the conference may be held.

II. Перепишите предложения и переведите их на русский язык, принимая во внимание, что инфинитивные и причастные обороты соответствуют придаточным предложениям.

1. There are many problems to be sold concerning packing, marking, loading on board the ship and storing.
2. The method used depends on the length to be measured.
3. In order to calculate the salary of our book-keeper, you must notice his daily activity.

III. Перепишите и переведите следующие предложения, обращая внимание на различные значения слов.

1. As to this equipment a great deal of it is to sold to the Common Market countries.
2. There is neither oil no coal in this region.
3. Krasnoyarsk was so named due to it's position and beauty of the place.
4. The goods are in great demand in Russia because of the advertising through magazines, newspapers, radio and TV programs.

IV. Choose the correct form of the verb, singular or plural. In one sentence either the singular or plural verb is possible.

1. Can I borrow your scissors? Mine isn't/aren't sharp enough.
2. Fortunately the news wasn't/weren't as bad as we expected.
3. Where does/do your family live?
4. Three days isn't/aren't long enough for a good holiday.
5. I can't find my binoculars. Do you know where it is / they are?
6. Do you think the people is/are happy with the government?

V. Most of these sentences are wrong. Correct them where necessary; put 'RIGHT' if the sentence is already correct.

1. I need more money than that. Ten pounds are not enough.....
2. I'm going to buy a new pyjama.....
3. The committee haven't made a decision yet.....

4. Many people has given up smoking.....
5. There was a police standing at the corner of the street.....

VI. Поставьте глагол в скобках в нужную форму сослагательного наклонения.

1. If you (bring) me the book, I should have read it. 2. If he didn't ring me up, I (not to come). 3. If he (not to write) to me, I shouldn't have answered him. 4. I wish I (have) a tie to match my suit. 5. The doctor suggested that she (have) a long rest in the Crimea. 6. If I (be) you, I should have apologized to her.

VII. Прочитайте и переведите на русский язык весь текст. Выпишите из текста и письменно переведите 1, 2, 3, 4, 5 абзацы.

General conditions of sale

They correspond to «Standard conditions of Sale» in contracts some British companies.

The amount of information in General Conditions varies from contract to contract depending on the traditions of the contracting firms and the volume of delivery.

General Conditions may include, for example, in small orders, such items as Shipping Specification, Inspection, Guarantee and Claims, Conditions of Transportation, Force Majeure Circumstances. Arbitration and Sanctions, and are printed on the reverse side of the order form.

In many standard contracts, however, these items are given as separate clauses (articles) and General Conditions (Provisions) only comprise the following information: they may begin with the definition of the date of delivery: «The date of the Bill of Lading or the date of the stamp on the railway bill, road or airway bill is to be considered as the date of the delivery». Sometimes the definition is contained in other clauses, such as «Shipping» or «Delivery Dates».

Also, they may contain indication about the proper law of the contract applied. For instance, «The Swedish Civil and Commercial Law shall be applied to Contract» or «The Contract shall be governed by English Law». But as a rule it is given in detail in the clause «Arbitration».

Other items under General Conditions may be:

All taxes, duties and customs duties on the territory of the Sellers country are borne by the Buyers if they are connected with the Fulfillment of this Contract.

Neither party shall have the right to assign the rights and obligation under this Contract to any third party without the written consent of the other party.

In case of non – fulfillment or improper by the Sellers of their obligations under this Contract, the Sellers are to reimburse to the Buyers the losses suffered by them.

Appendices, addenda and amendments to the Contract are only valid (or shall be effective) and shall make an integral part of the Contract if made (issued) in writing and signed by the contracting parties.

All enclosures to the General Conditions as well as to the Contract are regarded as an integral part thereof.

All negotiations and correspondence preceding the conclusion of this Contract and pertaining to it become null and void on the date of its signing.

This contract is signed in (the name of the place) on the (the date) in duplicate (in 2 copies), each in the Russian and English languages, one copy for each party, both texts being authentic from (or comes into effect as on) the date of its signing.

Пояснения к тексту

amount of information – объем информации, volume - объем, items - показатели, are printed on the reverse side – печатается на оборотной стороне заказа, the definition of the date delivery – определение даты поставки, addenda and amendments – изменения поправки, Bill of lading - коносамент, become null – теряют силу.

КОНТРОЛЬНАЯ РАБОТА № 4

I. Translate into English.

1. Давай сделаем подарок для Мэри – у нее ведь день рождения.
2. Подожди минуту, я позову мистера Грина к телефону.
3. Смотри! Кажется, это то, что нам нужно!
4. Передайте, пожалуйста, белый соус.
5. Не читайте лежа, это вредно для глаз.
6. Не будите его. Он не спал уже два дня.

II. Переведите на английский язык, употребляя глаголы в Passive Voice.

1. Уроки были приготовлены, книги и тетради уложены в портфель.
2. Работа была выполнена очень хорошо.
3. Статья должна быть переведена к пяти часам.
4. Перевод будет закончен вовремя.
5. Когда я пришла домой, обед был уже сварен.
6. Статья была переведена без ошибок.
7. Книгу положили в шкаф.

III. Put in for or during.

1. I went to the theatre last night. I met Lucy.....the interval.
2. Martin hasn't lived in Britain all his life. He lived in Brazil.....
four years.
3. Production at the factory was seriously affected.....the strike.
4. I felt really ill last week. I could hardly eat anything.....three
days.
5. I waited for you.....half an hour and decided that you weren't
coming.

IV. Use your own ideas to complete these sentences.

1. I hurt my arm while
2. Can you wait here while.....
3. Most of the students looked bored during.....
4. I was asked a lot of questions during.....
5. Don't open the car door while.....

V. Прочитайте и переведите устно весь текст. Перепишите и письменно переведите 1 и 2 абзацы.

Pricing

All products and all services have prices. The price depends on different things such as credit terms, delivery, trade in allowance, guarantees, quality and other forms of service, which price can produce the biggest profit during a long period of time. It's hardly possible to determine such a price may be too high to produce a large volume or too low to cover cost. No other area of marketing operations has been a subject to bad practice. Many businesses peruse unsound price policies for long periods of time and are not aware about it.

Prices can be determined in different ways. For example, the prices of meat, cotton and other agricultural prices can be decided in large central market where forces of supply and demand exist. This is pure price competition. The prices on industrial products (iron, steel, etc.) are usually decided by large companies. As a rule the amount and price of goods sold to large number of buyers is controlled by a few competing sellers. Prices also can be set by the government, usually for different public services – railroads, electricity, manufactured gas, bus services, etc.

If demand increases, prices rise, profits expand and new investment is attracted. But other factors may be involved as well. Prices are related to each other in different ways. Ultimately, everything in price, since the consumer can buy and must pay for everything out of a particular, limited amount of money.

Пояснение к тексту

credits terms – кредитные условия; trade in allowance – сумма денег, отданная за старую вещь и включенная в счет покупки новой; to cover costs – покрывать затраты; to persue unsound price policies – вести неразумную ценообразованную политику; competition - конкуренция.

VI. Ответьте на вопрос.

Why do many businesses follow unsound price policies?

VII. Выпишите и переведите из третьего абзаца предложения, содержащие модального глагола.

УСТНЫЕ РАЗГОВОРНЫЕ ТЕМЫ

Computers

The computer industry is one of largest in western countries and especially in the USA. It includes companies that manufacture, sell and lease computers, as well as companies that supply products and services for people working with computers.

A computer cannot think. A human operator puts data into the computer and gives instructions. The operator writes instructions which determine the mathematical operations on information. A computer solves mathematical problems very rapidly. Traditionally, the computer in business is used to process data. This involves different administrative function such as preparation of payrolls, inventory control in manufacturing, warehousing, and distribution operations, customer accounting, billing by banks, insurance companies, public utilities and mass circulation magazines.

Now the computer takes on new kinds of jobs. It has become more involved in business operations as an essential tool in making decisions at the highest administrative level.

Пояснение к теме

To give instructions – давать инструкцию, to put data – закладывать данные, to solve mathematical problems – решать математические задачи, to process data – обрабатывать

данные, preparation of payrolls – подготовка ведомостей, inventory control – инвентаризационный контроль, warehousing – складирование товара, distribution operations – распределенные операции, customer accountings – расчет с клиентом.

My speciality

A modern world can offer a great variety of professions. But while choosing any of them a person should take many factors into consideration, such as: wages and salary, job-satisfaction, opportunities to travel and to develop himself. For me, the most important criterion is job-satisfaction and that's why I have chosen the profession of an economist.

I believe this profession is interesting and I could have good career prospects in the future. But on the other hand, it is necessary to have both perfect theoretical and practical special knowledge in different fields of economy. Though it is a hard

work I hope to do well with the studies and after passing the state examinations to get the qualification of an economist.

At the university students make acquaintance with the principles of economic activity. A great deal of time they spend on studying commerce and its functions, customer's demand, commerce and trade turnover, material base and finance. They study methods of management and plan the commerce development on the basis of analysis of economic activity in commercial firms and establishments. Besides, future economists get to know how to calculate the introduction efficiency and technical expenses, to plan money costs and count productivity.

This theoretical knowledge is enriched by the practice that will help the students to solve different commerce-technological problems and make the correct managerial decisions in the future.

My speciality is considered to be very important and urgent nowadays. Modern commerce has a tendency of transition to the market relations. And as a result different forms of property appear: commercial banks, join-stock companies and sole proprietorships. The work here will demand deep knowledge not only in economics but also in computer science.

There are two aspects I'd like to deal with in the future. They are marketing and advertising. I'm interested in international marketing that's why I need have proper knowledge in a foreign language. These skills can help me to get information about companies and customers' needs, demand for products and services and a situation in the international markets from a foreign literature and periodicals.

If a company wants to be successful in a market it is necessary to promote its product. That's why special events, such as: product shows, exhibitions and presentations are held. These events comprise communication mix where people from various countries can take part. And here language knowledge can also be helpful.

Advertising is a part of marketing. And I presume that it will be my primary occupation in future. I want to devote my life to it, as the role of advertising is very important. It is a powerful tool that formulates demand, promotes sales, informs buyers about company's products and services and creates the company's image.

Such are my plans for the future. As you can see they are rather complicate and far-reaching. And I hope, in spite of the fact that my future speciality is quite difficult and requires discipline and high quality of work, there will be a great possibility to reveal my knowledge and personal qualities.

