**Контрольная работа № 1.**

**Вариант I.**

I. Письменно переведите текст.

**Banks and Business.**

Banks аге different countries let's speak about the banks in the United States of America. There, commercial banks are classified into two main groups. First, there are national banks. They are chartered and supervised Ьу the Federal Government, Secondly, there are state banks. They are charted and supervised Ьу the state in which they are operated. АН commercial banks сап make loans to borrowers.

Major commercial banks in such cities as Tokyo, Paris Rio cooperate with each other. In this way they finance imports and export between countries.

An importer buys merchandize from another сошпгу using the currency of that country. For that purpose he buys this currency from the foreign exchange department of his bank. And at the same way if an exporter, receives foreign money from sales to other countries, he sells this currency to his bank. Ву this method the currency of any country сап usually be exchanged.

II. Найдите в тексте ответы на следующие вопросы:

1. What do а commercial banks do?

2. Who supervises the operations of national banks?

3. What kind of currency does an importer generally use when he buys goods from another country?

4. What kind of commercial banks in the USA do уоu know?

III. Измените предложения согласно образцу. Переведите.

Model: We use the safety deposit boxes (sometimes).

We sometimes use the safety deposit boxes. Мы иногда используем сейфы для депозитов.

1. All the banks provide credit services (usually).

2. Banks give investment advice (sometimes).

3. Banks charge interest (always).

4. Yоu сап borrow money quickly (rarely).

5. Businesses want to borrow money (frequently)/

IV. Переведите на английский язык.

1. Государство учереждает коммерческие банки.

2. Все банки устанавливают проценты на ссуду.

3. Наш банк намерен предоставить краткосрочную ссуду этому предприятию.

4. Если ты хочешь купить товары за границей, ты должен поменять деньги в отделе обмена валюты.

У. Поставьте 5 вопросов к предложению (общий, специальный, вопрос к подлежащему, альтернативный и разделительный).

Не had arrived to the conclusion to take а long-term loan when 1 met him yesterday.

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Использованная литература:

1) Учебник английского языка, автор Н.А. Бонк. Москва, 2013г.

2) Учебник «Английского языка для деловых людей». Автор С.Н Любимцева, Москва, 2013г.

3) Бизнес-курс английского языка. автор И.С. Богацкий, Киев 2013г.

4) Английский язык для экономистов. автор Н.М. Дюканова, 2014г.

**Контрольная работа № 1.**

**Вариант II.**

I. Письменно переведите текст.

**Product development and Planning.**

The number of new products coming into the market of westem countries every year is overwhelming. The major part of these products is not new, but adaptations. It means that these, products are not new they аге existing items to which а modification has Ьееп made. Only few products are really original or innovations and adaptations are designed, produced and marketed bу small businesses. Very often а new product is formed оп the basis of the new business. Sometimes there is а patent to make the business more successful. But it happens very often that market research hasn't bееn don't carefully.

Even in case larger scale producers do more research and testing there is по sure success. А promising new product тау bе also robbed of success Ьу unreasonable prices, unadequate promotion and роог selling methods. Generally less that оnе fifth of аll new products tums out to bе profitable.

П. Найдите в тексте ответы на следующие вопросы.

1. How саn уоu explain the term adaptation?

2. What is аn innovation?

3. Why are mаnу innovations and adaptations manufactured and marketed bе small businesses?

4. Why is it 80 important to obtain а patent?

5. Why does the failure of а new product take place?

Ш. Измените предложения согласно образцу. Переведите.

Model: We must fulfill complete testing.

Complete testing must bе fulfilled. - Полное исследование должно быть завершено.

1. They must expand the line.

2. You could apply for а patent.

3. I must develop а new trend.

4. Уоu should start market research.

IV. Переведите на английский язык.

1. Мелкие производители выпускают большое количество товаров.

2. Вам необходимо получить патент на производство данного товара.

3. Тщательное исследование рынка необходимо, чтобы гарантировать успех.

4. Нам необходимо расширить линию.

V.Поставьте 3 вопроса к предложению.

The company will start their promotion campaign very soon.

Использованная литература:

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2) Учебник «Английского языка для деловых людей». Автор С.Н Любимцева, Москва, 2013г.

3) Бизнес-курс английского языка. автор И.С. Богацкий, Киев 2013г.

4) Английский язык для экономистов. автор Н.М. Дюканова, 2014г.

**Контрольная работа № 1.**

**Вариант III.**

I. Переведите текст со словарем.

**Wholesaling.**

Wholesaling is а part of the marketing system. It provides channels of distribution which help to bring goods to the market. Generally indirect channels are used to market manufactured consumer goods. It could bе from the manufacturer to wholesaler from the retailer to the consumer or through more complicated channels. А direct channel moves goods from the manufacturer or producer to the consumer. Wholesaling is often а field of small business, but there is а growing chain movement in the westem countries.

About а quarter of wholesaling units account for one-third of total salts. Twothird of the wholesaling middleman are merchant wholesalers who take title to the goods they deal in. There are also agent middlemen who negotiate purchases or sales or both. They don't title to the goods they deal in. Sometimes they take possession though. These agents don't tam salaries. They receive commissions. This is а percentage of the value of the goods they sell.

П. Найдите в тексте ответы на следующие вопросы:

1. What is the aim of the wholesaling?

2. How саn уоu describe а direct channel of distribution?

3. What is аn indirect channel of distribution?

4. What channel of distribution is preferable?

Ш. Измените предложения согласно образцу. Переведите.

Model: When did they want to reimbиrse for our expenses? (1 don't remember)

I don't remember when they wanted to reimburse for our expenses.

1. How will уоu get а raise? (They don't саrе)

2. When did they send уоu the purchase оrder? (1 don't know)

3. Who are the purchase agents? (1 can't reca11)

4. Why didn't they get verbal agreement? (1'11 try to find out)

5. When will she get commission (She doesn't know) ;

IV. Переведите на английский язык.

1. Оптовая торговля - важный элемент рыночной системы.

2. Товары идут от оптового посредника к потребителю через розничного торговца.

3. Непрямая система сбыта более предпочтительна.

4. Посредник получает проценты от продажи.

У. Поставьте 3 вопроса к предложению.

They will need а lawyerto form their business.

Использованная литература:

1) Учебник английского языка, автор Н.А. Бонк. Москва, 2013г.

2) Учебник «Английского языка для деловых людей». Автор С.Н Любимцева, Москва, 2013г.

3) Бизнес-курс английского языка. автор И.С. Богацкий, Киев 2013г.

4) Английский язык для экономистов. автор Н.М. Дюканова, 2014г.

**Контрольная работа № 1.**

**Вариант IV**

I.Переведите текст со словарем.

**Retailing.**

Retailing is se11ing goods and services to the ultimate consumer. Thus, the retailer is the most expensive link in chain of distribution. Being middlemen they make their profit Ьу charging the customer 25 to 100 рer cent more than the price they paid for the item.

The retailers operate through stores, mail-order houses, vending machine operators. There аrе different types of retail stores: department stores, discount houses cooperatives, single line retailers. The major part (over 95 per cent) of retail establishments concentrate оп а single line of merchandise for example, food, hardware, etc. But nowadays there is а trend for many single stores to take оn а greater variety of supplies.

The retailer performs many necessary functions. First, he mау provide а convenient location.

Second, he often guarantees and services the merchandise he se11s.

Third, the retailer help to promote the product through displays, advertising оr salts people.

Fourth, the retailer саn finance the customer bе extending credit. Also the retailer stores the goods in his outlet bе having goods available.

П. Найдите в тексте ответы на следующие вопросы:

1. What is retailing?

2. What аrе four different types of retail stores? З. In what way does а retailer serve а customer?

4. In what way does а retailer serve а manufacturer?

III. Измените предложения согласно образцу. Переведите.

Model: Му wife usua11y asks the children to do shopping.

My wife usually makes children do shopping. - Моя жена обычно заставляет детей сходить в магазин.

1. Не'11 ask single line retailers to take part in the promotion campaign.

2. The chief usua11y ask his immediate subordinates to performs different functions. З. It's necessary to ask him to recognize his wholesaling units.

4. It's important to influence ultimate consumer to buу this product.

5. Ask him to buу а11 these things in the discount house.

IV. Переведите на английский язык.

1. Розничная торговля - это продажа товара конечному потребителю.

2. Розничный торговец может предоставить покупателю длительный кредит.

З. Эта фирма имеет множество торговых точек по всей стране.

4. Розничный торговец выполняет много важных функций.

5. В торговом центре Вы найдете все необходимые Вам товары.

У. Поставьте 5 вопросов к предложению. (Общий, специальный, вопрос к подлежащему, альтернативный и разделительный)

Wholesalers simplify the process of distribution.

Использованная литература:

1) Учебник английского языка, автор Н.А. Бонк. Москва, 2013г.

2) Учебник «Английского языка для деловых людей». Автор С.Н Любимцева, Москва, 2013г.

3) Бизнес-курс английского языка. автор И.С. Богацкий, Киев 2013г.

4) Английский язык для экономистов. автор Н.М. Дюканова, 2014г.

**Контрольная работа № 1.**

**Вариант V.**

I. Переведите текст со словарем.

**Computers.**

The computer industry is one of the largest in westem 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 реорlе working with computers.

А computer саnnот think. А human operator puts data into the computer and gives instructions. The operator writes instructions which determine the mathematical operations оn information. А computer solves mathematical problems very rapidly. Traditionally, the computer in business is used to process data. This involves different administrative functions such as preparation of payrolls, inventory control in manufacturingwarehousing and distribution operations customer accounting, billing bу banks, insurance companies, public utilities and mass circulation magazines. Now the computers takes оn new kinds of jobs. It has bесоmе more involved in business operations as an essential tool in making decisions at the highest administrative level.

II. Найдите в тексте ответы на следующие вопросы:

1. What does the computer industry include?

2. In what way dots а computer operate?

3. How was the computer traditionally used in business?

4. What new kinds of jobs is the computer taking?

III. Измените предложения согласно образцу. Переведите.

Model: The sales are numerous for mе to mention.

Они слишком многочисленны, чтобы их мне запомнить.

1. This software is very expensive.

The company can't buу it.

2. The results аrе numerous.

They can't remember them аll.

3. The computers are complicated. 1 can't use them.

4. 1 am tired. 1 can't do the billing right now.

5. 1 fm busy. 1 can't go оn а business trip right now.

IV. Переведите на английский язык.

1. Программист закладывает данные в компьютер.

2. В бизнесе компьютер используется для обработки данных.

3. Программное обеспечение очень дорого.

4. Компьютер используется для осуществления многих административных функций, подготовке ведомостей, инвентаризационного контроля.

У. Поставьте 3 вопроса к предложению (общий, специальный и вопрос к подлежащему) :

А human operator puts data into the computer and gives instructions.

Использованная литература:

1) Учебник английского языка, автор Н.А. Бонк. Москва, 2013г.

2) Учебник «Английского языка для деловых людей». Автор С.Н Любимцева, Москва, 2013г.

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