**Выполните перевод текстов с английского языка на русский язык**

**Выполните задания к текстам**

**TEXT BANK**

**1**

Boris Baker is an engineer in electronics. He works for the Browns' company. They design and manufacture electronic equipment. Boris is responsible for its technical supervision. He is always very busy. He's got a lot of work to do every day. To put it another way he's head over ears in work. He comes to work in the morning and stays there practically all day long. He is satisfied with his job but he dislikes the fact that he works lоng hours. Very often he stays at work till nine o'clock in the evening. Another bad thing is that his holiday is only 25 days a year. But he enjoys the work he does and the salary he gets.

Alex O'Hara is his friend and colleague. He is in sales. He is Export Sales Manager. At the office Alex writes business letters, looks through the mail, reads cables, talks business on the telephone. He also receives visitors, mostly clients. Sometimes Alex meets foreign businessmen and discusses with them prices for different goods, terms of payment, shipment and delivery. He also takes part in organizing trade fairs and exhibitions. Alex O'Hara finishes his work at 6 o'clock p.m. and goes home. He is always tired after work but he likes it and does it with pleasure.

**2**

Mr. Brown is a sales manager in a manufacturing business. The company «Farmco» produces high quality farming equipment. It meets up-to-date international standards and now the company is increasing the export of its goods to African countries.

«Farmco» consists of three departments: production department — its manager is in charge of production and service, finance department — itsmanager is responsible for finance and accounting and marketing and sales department. As a Sales manager Mr. Brown is in charge of selling and advertising.

Mr. Brown works hard and has a lot of things to do during his working day. He looks through the mail; plans and watches every step in the supply of his customers with the goods; employs salesmen, wholesalers and retailers to sell the goods. He sees that the system of distribution works efficiently and economically. Also during the day there are business matters which need his immediate attention. It takes Mr. Brown from two to three hours daily to discuss the questions of prices and discounts with his travelling salesmen. The company covers several countries. Mr. Brown chooses the method of distribution, the frequency of visits to customers, the method of travel by salesmen and solves many other issues.

Each department works to a common end, but sometimes there are arguments about the distribution of responsibilities. Mr. Brown and two other managers regularly hold meetings to discuss the questions of general importance. Now Mr. Brown and two other managers are having a meeting with the chief executive. The chief executive is explaining to the two other managers that the sales manager has authority to decide any question about the selling campaign, even some issues of manufacturing andfinancial sections. Clearly, the task of selling is very important for any urgnnization and the responsibilities of a sales manager are heavy.

**3**

Williams and Sons is a medium-sized British company which manufactures door hinges for the motor industry. The home market share of Williams and Sons is static but overseas trade has always been an attractive option. The company has a showroom and also has always promoted its products at trade fairs, exhibitions and seminars in the UK. They have hail some contacts with overseas buyers and other foreign visitors.

Step by step they have decided through reading, talking and listening to other people that there are export possibilities for the company's product. Several years ago the company decided to study the possibility of selling their product to the US market. First they closely examined several things: their product, human resources, and the prospects of gaining profit.

Then they did more detailed research. The owner of the company attended an international trade exhibition in the US. There he found out the offers of the competitors and met some potential customers. Finally, market research showed that sales opportunities were excellent. The Board of the directors was pleased with the results and decided to get down to business immediately. They made contacts by letter and telephone with possible agents when a crucial problem stopped the work. Their safety and quality tests, quite good for UK and European regulations, were not acceptable in the USA.

Their task was to rewrite test specifications, upgrade their test equipment and retrain personnel.

After long and detailed consultations the Board made the decision to go ahead with the project. Their bank managed to provide additional finance.

The results over the last five years have proven that the Board's decision was correct. Orders from the USA have increased and the company is now considering the possibility of setting up its own manufacturing plant there. The company is also looking forward to other overseas markets.

**4**

Donald L.Ford has more than 30 years of experience as a CEO, small-business owner, manager and consultant. He and his wife, Susie, started and have successfully been operating retail gift stores. One of the questions they dealt with at the beginning of their business career was to be or not to be in e-commerce.

The last years of the previous millennium saw the meteoric rise of a new phenomenon in retailing - online purchasing. Stocks of Internet start-ups rose but soon investors began to retreat and the year 2000 saw the bankruptcy of many internet companies. Still, there was a growth in the amount of trade through the internet because of its main advantages-speed and convenience of internet shopping. Most major retail chains now have web sites from which one can purchase all or a selection of their goods. Most of the web commerce sites deal in mass-produced goods which consumers may find in Wal-Marts and other main department and discount stores.

Donald and Susie considered e-commerce several times and decided against it. The main reason they went into retail in the first place was the people factor- getting to meet new people, interact with them, get feedback from them and form new personal relationships. There were always many people who wanted to see and feel the items before they bought them.

Lately they have been investigating the pluses and minuses of managing both "real" and "virtual" stores. First because their business has been suffering from competition on the internet. Second, consumers have been asking them if they have a web page. Finally, they don't want to ignore the possibilities of internet marketing any longer. One of them is the provision of outstanding service and the marketing of a unique and one-of-a-kind product.For example, eBay, which serves as "flea markets" on the web. From your computer, you can browse through an unlimited number of unique items, such as antiques and collectibles, look at color photos, and then haggle on the purchase price. Such sites have been attracting a lot of attention.

Of course, even if your site is attractive you benefit from it only if it Is accessible to a large number of potential buyers. It is also necessary to make the right decision about the way to start selling online. That is why Donald and Susie are not in a hurry. They have been looking into their options and investigating similar businesses to get some ideas.

**5**

**The Sales Manager**

At one time the word "manager" was just a mere title. "Sales manager" was a salesman whose sufficient knowledge and experience of salesmanship gave him seniority over his fellows.

In these days, however, management is both a science and profession. The sales manager still needs the knowledge and experience of salesmanship, although some very successful sales managers have never been "on the road"; but they should also have the knowledge and experience of management. Doing something oneself and supervising the operations of others are two very different things. It does not mean that if a man can do certain work he can successfully monitor the progress of other sales force.

It is, of course, obvious that the product, the channel of distribution, the market and customer base demand the performance of various functions from the manager. Even if they have no great selling ability or experience, they must have a "selling sense," and creative organizing abilities, and they must have managerial abilities. These are the three fundamental qualities, and it is almost equally important that they should be in well-balanced proportions.

The sales manager must be able to make decisions, and have the courage to put them into action. This may be quite challenging.

He must have the personality of a leader, because he has to inspire his sales force. When a sales manager leads his staff with enthusiasm and goodwill, these qualities benefit the whole organization. Every employee tries to take an important part in the success of work.

A manager is to set a good example. If the manager is unpunctual, the staff is unpunctual; if the manager is lazy and careless, the staff is lazy and careless; if the manager is dishonest, the staff is dishonest as well.

Leadership must be consistent and systematic, and this means that the sales manager must be in close touch with his staff, and accessible to them at all times. The manager who shuts himself up in his room, and avoids his assistants may find things in a very bad shape when he leaves his room for a tour of inspection.

It is also necessary to remember that high education and high achievement in practical affairs don't necessarily go together. A story tells of two schoolboy friends, one brilliant at maths, one completely hopeless, who meet much later when the first is a professor and the second a multimillionaire. Unable to control his curiosity, the professor asks the figure-blind friend how he managed to find his fortune. 'It's simple,' was the answer. T buy things at £1 and sell them for £2, and from that difference I make a living.' The business world is fun of successful people who live by knowing the difference between a buying price and a selling price. It is also full of clever fools who establish ambitious financial targets but can't achieve them. A Harvard Business School graduate has no reason at all to suppose that he can manage more effectively than a less instructed person.

**6**

Michael, Patrick Casey's elder son, spent a week in Hollywood as a bonus for his good work at Christmas. He stayed at the Peninsula Beverly hotel and was impressed by top quality accommodation service, 24-hour room service and a wide range of facilities. He had travelled before but that was the first time he liked everything: food, service, accommodation.

Michael managed to talk to AH Mamedov, general manager of Hills the Peninsula Beverly hotel at a welcoming Friday party. Although the Cosy Corner is less expensive, and its guests are not as wealthy and demanding as the guests of the Peninsula there is always room for innovation. This simple (but revolutionary) innovation was an unconventional style that had made the Peninsula Beverly Hills one of the best hotels in southern California. Michael talked with Mamedov about how he kept guests coming back. Mamedov told him that too many people had copied too many other people's best practices. That was a sure route to mediocrity. They had decided to be different.

Many people take flights from Asia, Australia, and New Zealand. They fly all night. They get to Los Angeles at 9 or 10 in the morning. At that point, there is nothing worse than telling them that their room isn't ready. At Mamedov's hotel, they offer a 24-hour-a-day check-in. The moment you arrive — whatever time of day — Mamedov and his colleagues have a room available. The funniest thing is that it was simple to do. And it hadn't cost a penny but required only some small changes. Some of their maids had to come earlier in the morning. That was uncomfortable for a few of them. But for others, it was great, because they could leave earlier. They also work differently. The vacuums that they had used before sounded like 747 engines. That was okay at 10 in the morning, but not at 6. Now they use handhelds.

Michael asked Mamedov about his idea of a good service. The answer was the following." Good service is memorable service. You have five senses. Good service is the sixth. You can't describe it, but you know it when you experience it. Good service is also a culture. You can't teach it. All you can do is to provide fertile ground so that good service can grow there."

Michael was so excited with his experience at the Peninsula that back home he started to think of getting a diploma in hospitality business. He chose Canadian College of Tourism & Hospitality Management in Vancouver which is known in the travel and tourism industry as the leader in quality training. This decision is a good example for his younger brother Jack and a source of pride and hope for his father. Patrick is sure that some day his sons will launch a chain of comfortable and client-responsive motels.

*Vocabulary notes*

mediocrity — посредственность, заурядность

fertile — плодородный, изобильный

**7**

**What is marketing?**

What does the term marketing mean? Most people mistakenly think of marketing only as selling and promotion. And no wonder. Americans are bombarded with television commercials, newspaper ads, direct mail, and sales calls. Someone is always trying to sell something. It seems that we cannot escape death, taxes, or selling.

Therefore many students are surprised to learn that selling is only the tip of the marketing iceberg. It is but one of several marketing functions, and often not the most important one. If the marketer does a good job of identifying consumer needs, developing good products, and pricing, distributing, and promoting them effectively, these goods will sell very easily.

Peter Drucker, a leading management thinker, put it this way:

The aim of marketing is to make selling superfluous. The aim is to know and understand the customer so well that the product or service fits him and sells itself.

This does not mean that selling and promotion are unimportant, but rather that they are part of a larger "marketing mix", a set of marketing tools that work together to affect the marketplace. Here is our definition of marketing:

Marketing is human activity directed at satisfying needs and wants through exchange processes.

**8**

**Accounting.**

Accounting has been called “the language of business”. Perhaps a better term is “the language of financial decisions”. The better you understand the language, the better you can manage the financial aspects of living.

Accounting shows firm's financial conditions, it helps to measure the activity of a business. Accounting records give important financial data of the firm and they can be used by managers, independent analysts, auditors and government.

Accounting shows a financial picture of the firm (the enterprise). An accounting department records and measures the activity of a business. Accounting records give very important data. Management, stockholders, creditors, banks and government use them.

Usually accountants of the firm prepare two types of accounting records, namely: income statement and balance sheet. It is necessary to prepare them as they show how money was get and how money was spent by the firm.

In order to know that the firm is operating efficiently and gets profit the accounting department should do ratio analyses.

There are three main types of ratio analyses, namely: ratio dealing with profitability, ratio dealing with assets and liabilities, ratio dealing with the overall financial structure of the firm.

The first ratio analysis is used to measure the firm's operating efficiency.

The second is used to evaluate the current financial position of the firm.

The third one analyses the value of the ownership of the firm.

LEXICAL EXERCISES

**1. Ответьте на вопросы.**

1. What is the aim of accounting?
2. What do accounting records show?
3. Who uses the data by accounting department?
4. What types of accounting records do you know?
5. Why should the accounting department do ratio analyses?

**2. Найдите соответствия.**

b. пассив

3. measure the efficiency

c. отчет о доходах

4. value of the ownership

d. текущее финансовое положение

5. current financial

e. бухгалтерия

6. assets

f. получать прибыль

7. profitability

g. актив

8. liabilities

h. измерить эффективность

9. balance sheet

i. балансовый отчет

10. get profit

j. стоимость собственности

**3. Закончите предложения и переведите их на русский язык.**

1. The purpose of accounting is to show ...

2. Accountants prepare ...

3. It’s necessary to prepare accounting records as they …

4. There are three main types of …

5. Ratio analysis is done to know ....

**4. Переведите предложения на английский язык.**

1. Бухгалтерский учет необходим, чтобы показать финансовое состояние фирмы.

2.Существует два типа бухгалтерских отчетов, а именно: отчет о доходах и балансовый отчет.

3.Для того чтобы знать, что фирма работает эффективно, необходимо проводить анализ относительных показателей.

4.Существует три типа анализа относительных показателей: прибыльности, актива и пассива, полной финансовой структуры.

5.Бухучет представляет много важной информации.

**5. Прочтите, переведите и выучите следующие определения.**

Accounting – someone whose job is to keep and check financial accounts, calculate taxes etc.

Asset – the things that a company owns, that can be sold to pay debts.

Data – information or facts.

Manager – someone whose job to manage part or all of a company or other organization.

Profit – money that you gain by selling things or doing business after your costs have been paid.

**6. Заполните пропуски данными словами: accounting, data, manager, asset, profit. Предложения переведите.**

1. She works as an accountant.
2. Their daily … is usually around $ 500.
3. The research involves collecting … from two random samples.
4. He is a general manager of Chevrolet.
5. Do you know any corporations with $9 billion in …?

**7. Составьте предложения на английском языке, используя слова и словосочетания из упражнения 6.**

**9.**

Britain's economy power rests on its industries and natural resources. These include the extraction of oil and gas from the North Sea, coal mining, agriculture, textiles, fishing, electronics, tourism, publishing, chemicals and financial service. As part of the European Union Britain enjoys extensive trading relations with its neighbours across the channel as well as with many countries around the world.

The United Kingdom has an economy based mainly on private enterprises. Since 1980 all of the largest public industries have been privatized. They are no longer controlled by the government. Examples are coal, steel, shipbuilding, civil aviation, electricity, gas and water supplies.

The best indicator of an economy's health is its annual total output of goods and services, which is called the gross national product or, simply, GNP. Agriculture accounts for about 3% of the gross national product and employs 2% of the population. Since Roman times the cultivation of wheat has been the main agricultural activity. Fruit growing in the south and sheep rearing in the north are traditional sources of employment. Britain has rich mineral deposits: coal, iron and tin. Oil production has allowed Britain to become self-sufficient in petroleum and accounts for over 5% of Britain's annual GNP. Manufacturing industries now account for one fifth of the GNP and employ less than one-third of the work force. Major manufacturing products include metal goods, ships, motor vehicles, petrochemicals, and other chemicals.

Export of goods and services accounts for as much as one-third of the GNP, and the British merchant navy remains one of the largest in the world. Exports to the countries of the Commonwealth represent approximately one-tenth of the United Kingdom's total exports and ordinarily exceed imports.

LEXICAL EXERCISES

**1. Ответьте на вопросы.**

1. What does Britain’s economy rest on?
2. The U.K. has an economy based mainly on public enterprises, doesn’t it?
3. What is the GNP?
4. How much of GNP do manufacturing industries account for?
5. How much of GNP does agriculture account for?

**2. Найдите соответствия.**

**3. Закончите предложения и переведите их на русский язык.**

1. Britain’s economy power rests on …

2. The United Kingdom has an economy based mainly on ...

3.The test indicator of an economy's health is ...

4.Oil production ... over 5% of Britain's annual GNP …

5.The British merchant navy remains …

**4. Переведите предложения на английский язык.**

1. Лучший индикатор состояния экономики – это ВНП.

2. В Великобритании много полезных ископаемых.

3. Основные товары Великобритании – товары из металла, корабли и химические продукты.

4. В сельском хозяйстве Великобритании работает 2 % населения.

5. У Великобритании обширные торговые связи со многими странами.

**5. Прочтите, переведите и выучите следующие определения.**

Export – the business of selling and sending goods to other countries.

Import – to bring – product from one country into another so that it can be sold there.

Output – the amount of goods or work produced by a person, machine, factory etc.

Private sector – the industries and services in a country that are owned and run by private companies, and not by government.

Public property – something that is provided for anyone to use and is usually owned by the government.

**6. Заполните пропуски данными словами и словосочетаниями: export, import, output, private sector, public property. Предложения переведите.**

1. This company belongs to the … .
2. In 2001, Britain extorted more cars than it … .
3. … is up 30% on last year.
4. … licenses for some goods are strictly controlled.
5. The army was call out to protect … .

**7. Составьте предложения на английском языке, используя слова и словосочетания из упражнения 6.**