



Факультет мировой экономики и международной торговли

Кафедра гуманитарных социально-экономических дисциплин

## АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ПРОФЕССИОНАЛЬНОГО ОБЩЕНИЯ

### Вопросы для подготовки к экзамену

**1. What is the difference between a sole proprietorship and a partnership? (analyze the formation, control, liability for debts, advantages and disadvantages).**

1. What are most people's main personal assets?
2. How can a sole trader get the capital to set up a business?
3. Why do we say that proprietorship is the simplest form of business organization?
4. Do you agree that a proprietorship can go out of business as easily as it goes in?
5. Is forming a partnership as easy as forming a sole proprietorship? Why (not)?
6. Are these two forms of business organization subject to public report? What authorities must have access to the books of a partnership?
7. What are the advantages of a sole proprietorship in comparison with a partnership?
8. What are the advantages of a partnership in comparison with a sole proprietorship?
9. What are common disadvantages of these two forms of business organization? How was the problem of unlimited liability solved in a partnership in 1907?
10. What are the advantages and disadvantages of being a sleeping(silent) partner?
11. If you were to choose between a sole proprietorship and a partnership, which form would you choose and why?

**2. What is the difference between a private and public limited company? (analyze the formation, control, liability for debts, advantages and disadvantages).**

1. What is a corporation? What two forms of a corporation are there?
2. What papers must the promoters of limited companies present to the Registrar of Companies?
3. What kind of shares do you know? Are all shareholders guaranteed dividends at the end of the year?
4. What are the main advantages of a limited company (be it private or public)?
5. Why do most writers on small business advise getting professional help from lawyers and accountants when a person starts a private limited company?
6. What can you say about transfer of ownership in a private limited company and in a public limited company?
7. Do the shareholders lose their personal assets if a private limited company goes bankrupt?
8. What are the advantages of a public limited company in comparison with a private limited company?

9. What are the advantages of a private limited company in comparison with a public limited company?
10. Dwell on the process of going public. Why is IPO an expensive thing to do??
11. What can make a business operating as a public limited company exit the stock market?

**3. What kinds of organizational structure can a modern company choose as its basis? Speak about the pros and cons of the functional and geographic structure.**

1. What is the role of the structure? In what way is the structure connected with the strategy?
2. What organizational structures do you know?
3. What area was the functional structure borrowed from? Why does it still top the list of all organizational structures?
4. What is the main drawback of the functional system and what was done in the 1980s to do away with it?
5. When does restructuring occur? What three conditions does successful restructuring depend on?
6. Why is the functional structure unsuitable for multinational companies?
7. How can local managers capitalize on the geographic structure?
8. How are area managers encouraged to work better?
9. What are the main disadvantages of the geographic structure?

**4. Outline the pros and cons of the matrix structure and organization along product lines.**

1. Do all multinational companies organize themselves geographically? How is Microsoft organized? Why?
2. What is the structure along product lines characterized by?
3. What are the most notable advantages of matrix structure? What companies can benefit most from them?
4. With a matrix structure people have to report to two people – their boss in the functional structure and their project manager/team leader in the matrix one. What problems can you imagine in this connection?
5. Can matrix structure be described as a simple one? How can difficulties be avoided?
6. What companies usually organize their business by product?
7. What advantage of the structure along product lines may improve the overall performance of the organization and why?
8. There is a method which is similar to organizing a business by product. It involves grouping together employees who deal with a specific customer or group. How is it called? When is this method particularly useful?
9. There are two main approaches to business: centralization and decentralization. What is implied by these approaches? What are their main advantages?
10. Do you think people from certain cultures would favour one kind of structure over another? Can you give any examples and reasons for that?
11. Why do companies opt for a hybrid of organizational structures?
12. What kind of organizational structure would you prefer to work in and why?

**5. What are the recruitment forms a company can use to find new employees? What selection methods are the most effective?**

1. What are the main methods of recruitment? What forms of internal recruitment can you think of?
2. What are the main advantages of internal recruitment?
3. Why is it necessary to recruit from outside the organization? What is the commonly used technique for recruiting people from outside?
4. What is the difference between a recruitment agency and a firm of headhunters?

5. Why is it difficult for a graduate to find a job? What methods of looking for a job can you advise him to choose? What specific methods are used by recruiters to attract graduates to fill in the vacancies?
6. What techniques are traditionally used in recruitment? How long is usually a typical interview? How fast do decision-makers make their choice?
7. Why have some companies shifted from interviewing to testing? What is the purpose of psychometric tests?
8. In what way do approaches to selection differ across cultures?
9. What management skills and qualities are emphasized in different cultures?
10. Decipher the SWAN criteria. Do they have international validity?
11. What two qualities have international validity and why?

**6. What is the difference between a manager and a leader? Which leadership qualities can be acquired and which must you be born with? What are the three modern management styles?**

1. Why is leadership needed at all levels of organization?
2. What qualities of a leader were needed in the past? What qualities of a leader are needed now? What factors have influenced change of priorities?
3. What leaders do modern businesses require? What should be done to instill these qualities?
4. Leadership is traditionally considered to be an inborn quality. Is it possible to teach those skills? Are you a leader or a follower by nature?
5. What types of leaders do you know? What management style is typical of a task-motivated leader/ a relationship-motivated leader?
6. What does it mean “to delegate authority”? Does it have any benefits for the boss/ the employees? What management style is empowerment typical of?
7. Should a leader be good at team-building? What kind of people should be included in a team and why? What role would you prefer and why?
8. Which of the three management styles would you prefer to use as a manager/ experience as an employee? Why?

**Вопросы для собеседования по резюме:**

**Career knowledge/ motivation**

1. What are your career goals?
2. Where do you see yourself in five years' time?
3. What qualities/skills do you have which you consider make you suitable for this position ?
4. What work experience do you have of that kind of business?
5. What excites you about the job you are doing now?
6. How well do you get on with your boss?
7. Why do you want to leave your present job?
8. Which other jobs/companies have you applied for?
9. We have a lot of applicants for this job, why should we give the job to you?
10. What do you expect to get from our company?
11. What salary do you expect?
12. What things about this job do you think would be difficult for you?

**Self Knowledge**

1. Tell about yourself.
2. What are your strengths?
3. What are your weaknesses?
4. What do you consider to be your greatest achievement?
5. What are you most proud of having done recently?

6. How would you describe yourself?
7. Are you a team player? (Do you prefer to work with others or by yourself?)
8. Do you consider yourself to be a leader or a follower?
9. Do you have trouble delegating?

### **Personality**

1. How tough are you? If the going gets rough will you stick it out?
2. Are you prepared to take decisions, especially hard ones? And not blame others if you get it wrong?
3. Are you good at organizing yourself or other people?
4. Do you believe in yourself, and have confidence in your own abilities and decisions?
5. Are you experienced in managing your own time and money, or that of other people?
6. What hours are you available for work?
7. Would you do overtime work if necessary?
8. Can you survive without holidays, and losing your weekends, if the business needs your time?
9. How do you handle mistakes?

### **Dealing with other people**

1. How well do you get on with other people socially? Do you have many friends and contacts?
2. How well do you get on with others at work? Are you a good leader at work, on the sports field, at the local youth club, anywhere?
3. Are you good at taking advice from others?
4. Are you the sort of person people rely on, or do you tend to rely on others?

### **Knowledge of Company**

1. What do you know about our business?
2. Why did you decide to apply to us?
3. Who do you see as our major competitors?

### **Educational History**

1. Why did you choose your degree course? What aspects of the course did you find most challenging (and why)?
2. What made you study foreign languages?

### **Interests/Activities**

1. How do you spend your vacation?
2. What do you do to relax?
3. What are your hobbies?

## **Образец задания по составлению резюме**

*Prepare your own resume (CV). Start with personal information, state the position you would like to apply for (career objective), employment experience (if you have any), write about your education, additional skills, activities and interests. Be ready to explain when asked, why you would like to apply for this position and how you think your skills, achievements and abilities relate to the position you are applying for. Be ready to answer the following questions:*

1. Why are you applying for the position?
2. What are the requirements?
3. Why do you want to work for this company?

4. What makes you a good candidate for the position?
5. Do you think your education, achievements and personal qualities are in line with the position you are applying for?
6. How can you contribute to the prosperity of our company if we hire you?
7. What are your strong points?
8. What is your biggest weakness?
9. How do you handle mistakes?
10. What is your biggest achievement?

Personal detail:	Date of birth:	
	Address:	
	Marital status:	
	Contact details:	
Education:		
	Specialty:	
	Supplementary education:	
Work experience:		
Professional Skills:		-Keen to develop a career in .....; -Get on well with others and work as part of a team; -Take interest in ..... -Knowledge of ..... -Experienced in manufacture, installation and testing .....
Personal qualities:		Good communicator; Analytical mind; responsible; hard-working; non-smoker;
Foreign Languages:		English – advanced
Additional information:	Hobbies:	Radio engineering; tourism; sport; driving license B.

### **Вариант готового резюме**

#### curriculum vitae

Name: Nikita Zavarov  
Date of Birth: 2 February 1994  
Nationality: Russian  
Address: 52 21 Prostornaya Street  
Moscow 110411  
Russia  
Telephone: 926 465-73-88  
E-mail: [NikitaZ95@mail.ru](mailto:NikitaZ95@mail.ru)  
Objective: an International Sales Management position in the field  
car dealership  
Education:

of

2012: High School Certificate  
2012 to present: Bachelor's Degree in Management, Institute of International Economic Relations, Moscow (expected date of completion July 2016)  
Work Experience: 2013 to present: sales assistant with ACS Motors, Moscow  
I provide sales forecasting, sales promotion and sales increasing  
Languages: Russian (mother tongue), fluent English, elementary knowledge of Spanish  
Computer Skills: working knowledge of Microsoft Office, Word, Excel, Rower Point cars, street-racing, swimming, rock-climbing, playing the guitar  
Interests: cars, street-racing, swimming, rock-climbing, playing the guitar  
Personal Details: I am hard-working, ambitious and assertive. Nothing will stop me from achieving my goals in life. My greatest quality is being flexible and adaptable to any changes. I am well-organized with good communicational skills  
References: Vladislav Simonov  
Sales Manager ACS Motors  
7 Planernaya Street Moscow Russia  
Tel.:495 768-50-32

### Образец задания по деловому письму

**On seeing the advertisement in *the Daily Mirror*, Monika Vaz decided to apply for the position of a marketing manager. Read the advertisement and her CV carefully and prepare her letter of application.**

#### Marketing Manager

The successful candidate will develop and execute overall marketing strategy, work with key accounts and take hands on responsibility for a new profit centre in the north of France. Candidates must be educated to degree and have 5+ years' sales/marketing experience. Fluency in English and French is essential.

We offer a competitive salary, a comprehensive benefits package and relocation assistance.

If you're interested, and you think you're capable of the kind of ideas that stand out in an increasingly media literate society, send your CV and covering letter to Michelle Hocking at the address below.

Clarke Hooper, St.Laurence Way, Slough, Berkshire, SL1 2BW. E-mail: michelle@chc.co.uk

MONIKA VAZ

Hermanstrasse 16  
Köln, 50858 Germany  
Tel: 0049 221 5036887  
E-mail: [mvaz@cybermail.com](mailto:mvaz@cybermail.com)

Objective: Seeking a position of responsibility in the field of Direct /Internet Marketing

#### Employment History

2003 to date: assistant marketing manager

Phoenix Media, Hamburg, Germany

Planned and developed direct mail campaigns for major clients in the retail sector. Advised on internet marketing strategies. Conducted in-depth market surveys. Organized company participation at various media and direct mail events and made presentations of Phoenix products and services.

2002-2003: Assistant Sales Manager.

MSV – Business Services.

Amsterdam, Netherlands

Responsibility for finding new clients, managing key accounts and order processing.

#### Qualifications

1999-2002: Graduated from the University of Vienna with an Honours Degree in Sales Management.

Main course components: sales and marketing, accounting, European business law, media studies, economics, and information technology. Options: sociology and politics.

Awarded high school leaving certificate from the Vienna Schule, majoring in economics.

#### Other skills

Computers: Experience in programming in HTL, Flash and Dreamweaver, MS Office, SAP.

Languages: Mother tongue German, fluent French and English, proficient in Italian.

#### Personal interests

Sports: horse riding and snowboarding. Hobbies: music(jazz, piano) and theatre (member of an amateur theatre group).

#### References

Professor Jürgen Drexler, University of Vienna.

Norman Achilles, President of the European Marketing Foundation.

### **Вариант делового письма**

**16 Hermanstrasse  
Köln 50858  
Germany**

**Michelle Hocking  
Personnel Manager  
Clarke Hooper  
St.Laurence Way  
Slough  
Berkshire SL1 2BW**

**28 November 2012**

**Dear Ms Hocking**

#### **Re: Application for the post of Marketing Manager**

#### **В письме должно быть 4 параграфа:**

**First Paragraph:** State why you are writing, what position you are applying for, where you heard about the position (whether it was from an advert in the newspaper, website or through a personal contact) and, briefly, why you would like to work for this company.

**Second Paragraph:** Discuss the relevance of your education, related activities, and projects to the job in question.

**Third Paragraph:** Discuss the relevance of your work experience. This is a good opportunity to explain in greater detail the responsibilities and accomplishments you had at previous positions.

Fourth Paragraph: Indicate your desire for a personal interview and your flexibility as to the time and place. End your cover letter to make it seem like the interview is already a sure thing, and you are simply sending in your résumé to give them background information on who you are.

Yours sincerely

Monika Vaz

Monika Vaz

Enc. CV

**Образец перевода по лексическим темам**

**Translate the following situations from Russian into English. Use your active vocabulary on the topics: “Forms of business organization. Company structure”.**

1. 1. 5 лет назад два друга решили начать своё дело. Они взяли ссуду в банке, получили лицензию и основали компанию такси. Это было партнёрство. С самого начала всё шло гладко, но через некоторое время увеличенный объём перевозок (transportation) заставил партнёров изменить статус компании.

*5 years ago two friends decided to start their own business. They took a loan from the bank, obtained a license and set up (founded) a taxi company. It was a partnership. Everything went smoothly from the start, but after some time an increased volume of transportation made the partners change the company's form of business(status).*

2. Компания Проктер энд Гэмбл строится по продукту. Во внимании каждого отдела находится один из продуктов компании и способы его улучшения. Эта структура позволяет руководителям отделов реагировать на любой вызов на рынке, адаптироваться к изменениям покупательских нужд и поддерживать конкурентоспособность компании.

*The Procter and Gamble company organizes itself (is structured, has a structure) along product lines (by product). The focus of each department is on one of the products of the company and the ways of its improvement. Such a structure allows the heads of the departments to react to any challenges on the market, adapt to the changes in customers' needs and maintain the company's competitive edge.*

3. Для того, чтобы вдохнуть в компанию новую жизнь, она была недавно реструктуризирована. Руководство уволито тех служащих, которые сопротивлялись переменам. Мистера Блейка ввели в Совет директоров. Он займёт место Мистера Грина, который раньше положенного срока уходит на пенсию. Он будет находиться в прямом подчинении у исполнительного директора и отвечать за все продажи компании.

*In order to revitalize the company it has recently been restructured (reorganized). The management dismissed (fired, sacked, laid off, made redundant) those employees, who resisted changes. Mister Blake has been promoted to the Board of Directors. He will take over Mister Green who is taking early retirement. Now he will report directly (be directly responsible/accountable) to CEO(MD) and will be responsible for (be accountable for, be in charge of) all sales in the company.*

### Образец контрольной работы

#### I. Open the brackets using the correct verb form (Tenses, Infinitive, Gerund, Participle, Conditionals, Subjunctive Mood, Modal Verbs)

1. It's essential that the matter \_\_\_\_\_ (settle) as soon as possible.
2. I saw a crystal-glass vase \_\_\_\_\_ (slip) from her hand and \_\_\_\_\_ (break) to pieces.
3. Unless the restaurant \_\_\_\_\_ (get) another cook, I \_\_\_\_\_ (never / come) here again.
4. The young man pretended \_\_\_\_\_ (read) a newspaper when I came in.
5. I was dumbstruck when I saw him dancing in the middle of the street. He \_\_\_\_\_ (m.v. / be) drunk. (должно быть)
6. I'd rather you \_\_\_\_\_ (not / go) on long distances in the new car until you \_\_\_\_\_ (get) used to \_\_\_\_\_ (drive) it properly.
7. The horse won't be well enough \_\_\_\_\_ (run) in tomorrow's race. He doesn't seem \_\_\_\_\_ (recover) from the long (*tired / tiring?*) journey.
8. Now I remember \_\_\_\_\_ (you / ask) me \_\_\_\_\_ (buy) a few bottles of still water on the way home. I wish I \_\_\_\_\_ (remember) it earlier.
9. You \_\_\_\_\_ (m.v./tell) me it was a formal party. I looked a real idiot in my pullover and jeans. (criticism)
10. But for the miserable weather we \_\_\_\_\_ (climb) the Mont Ventoux long ago.
11. You \_\_\_\_\_ (m.v. /do) the dishes instead of leaving it all to me! (упрек, могла бы и сделать)
12. What a waste of time! I \_\_\_\_\_ (m.v./ not /revise) 16<sup>th</sup> century European history: none of it came up in the exam.
13. Jim \_\_\_\_\_ (m.v./go) out with Sue! She has got engaged to Doug! (не может быть).
14. He tore the envelope open and took out the \_\_\_\_\_ (enclose) letter. He turned it several times in his hand and put it back \_\_\_\_\_ (unread).
15. Finally I sat up in bed and smoked another cigarette. I \_\_\_\_\_ (m.v./ smoke, должно быть) around two packs since I \_\_\_\_\_ (leave) Pencey.
16. I wish I \_\_\_\_\_ (take) him up on the offer when I had the chance, but I didn't and there is no point \_\_\_\_\_ (regret) about it now.
17. If Brian (not/help) \_\_\_\_\_ us yesterday we (still/puzzle) \_\_\_\_\_ over the problem now.
18. You \_\_\_\_\_ (already/eat) enough for three people! You \_\_\_\_\_ (m.v./ not/ still be) hungry!(не может быть)
19. - Andrea never wears that blouse we bought her.  
- Well, she \_\_\_\_\_ (m.v./not /like) the colour, it \_\_\_\_\_ (m.v./ not /go) with her skirts or it \_\_\_\_\_ (m.v./ not /be) the right size. Who knows?
20. If only my teachers \_\_\_\_\_ (see/I/run) this company, they \_\_\_\_\_ (be) totally amazed.

**II. Translate into English using your active vocabulary:**

1. ИП часто **сталкивается с проблемой** расширения бизнеса. Испытывая трудности в увеличение капитала, ИП может **расширить бизнес путем реинвестирования прибыли**, или **взяв ссуду в банке**.

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2. Компании с централизованной системой управления (Centralized companies) менее конкурентоспособны, так как бюрократизм **не способствует быстрому принятию решений**, и в таких компаниях требуется много времени, чтобы **довести указания начальства до сведения сотрудников**.

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3. Товарищество может быть более рентабельной (cost-effective) формой бизнеса, чем ИП, так как каждый **партнер отвечает за (несет ответственность за)** определенный аспект бизнеса. Новый партнер может **привнести** какие-то новые знания и навыки, что может **послужить толчком к дальнейшему развитию бизнеса**(позволит взглянуть на бизнес по-новому).

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4. Многие компании пользуются услугами **агентств по найму персонала**. Это дорого, но может быть эффективно, так как агентства располагают базами данных, и могут **подобрать кандидата**, который **полностью соответствует должности**, и имеет **хороший послужной список**.

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**Ключи для проверки:**

1. It's essential that the matter **\_\_(should) be settled\_** (settle) as soon as possible.
2. I saw a crystal-glass vase **\_\_slip\_\_** (slip) from her hand and **\_\_break\_\_** (break) to pieces.
3. Unless the restaurant **\_\_gets\_\_** (get) another cook, I **\_\_will never come\_\_** (never / come) here again.
4. The young man pretended **\_\_to be reading\_** (read) a newspaper when I came in.
5. I was dumbstruck when I saw him dancing in the middle of the street. He **\_\_must have been\_\_** (m.v. / be) drunk. (должно быть)
6. I'd rather you **\_\_didn't go\_\_** (not / go) on long distances in the new car until you **\_\_get\_\_** (get) used to **\_\_driving\_\_** (drive) it properly.
7. The horse won't be well enough **\_\_to run\_\_** (run) in tomorrow's race. He doesn't seem **\_\_to have recovered\_\_** (recover) from the long (*tired / tiring?*) journey.

8. Now I remember **you asking** (you / ask) me **to buy** (buy) a few bottles of still water on the way home. I wish I **had remembered** (remember) it earlier.
9. You **should have told** (m.v./tell) me it was a formal party. I looked a real idiot in my pullover and jeans. (criticism)
10. But for the miserable weather we **could/ would have climbed** (climb) the Mont Ventoux long ago.
11. You **could/might have done** (m.v. /do) the dishes instead of leaving it all to me! (упрек, могла бы и сделать)
12. What a waste of time! I **needn't have revised** (m.v./ not /revise) 16<sup>th</sup> century European history: none of it came up in the exam.
13. Jim **can't/ couldn't be going** (m.v./go) out with Sue! She has got engaged to Doug! (не может быть).
14. He tore the envelope open and took out the **enclosed** (enclose) letter. He turned it several times in his hand and put it back **unread** (unread).
15. Finally I sat up in bed and smoked another cigarette. I **must have smoked** (m.v./ smoke, должно быть) around two packs since I **left** (leave) Pencey.
16. I wish I **had taken** (take) him up on the offer when I had the chance, but I didn't and there is no point **regretting** (regret) about it now.
17. If Brian (not/help) **hadn't helped** us yesterday we (still/puzzle) **would still be puzzling** over the problem now.
18. You **have already eaten** (already/eat) enough for three people! You **can't still be / couldn't still be** (m.v./ not/ still be) hungry! (не может быть)
19. - Andrea never wears that blouse we bought her.  
- Well, she **may/ might not like** (m.v./not /like) the colour, it **may/ might not go** (m.v./ not /go) with her skirts or it **may/ might not be** (m.v./ not /be) the right size. Who knows?
20. If only my teachers **saw me running** (see/I/run) this company, they **would be** (be) totally amazed.

A sole proprietor/ trader often **faces / encounters the problem** of expanding the business/expansion problems. Experiencing/having difficulty in raising capital, a sole trader can expand by **ploughing back profits** or **getting a loan/borrowing** from a bank ( a bank loan).

Centralized companies are less competitive as bureaucracy doesn't **favour speedy decision making** and it takes a lot of time **to communicate objectives to the workforce**.

Partnership can be a more cost-effective form of business organization than sole proprietorship as each partner **bears responsibility/is responsible** for a certain aspect of the business. A new partner can **contribute** expertise (new skills and knowledge) and it can **add a new dimension to the business**.

Many companies use the services of (can turn to) **recruitment/employment agencies**. It is expensive but can be effective as recruitment agencies have their own data base and can **select a candidate with a good track record, well-suited to a position/ that matches a job description**.

**Перечень основной и дополнительной учебной литературы, необходимой для освоения дисциплины**

**Основная литература:**

1. Sue Kay, Vaughan Jones, New Inside out Intermediate Coursebook, М.: Macmillan, 2009
2. Peter Maggs, Jenny Quintana, Move Coursebook (Pre-intermediate), М.: Macmillan, 2013
3. Jenny Dooley, Virginia Evans, Grammarway 1-2, М.: Express Publishing, 2012

**Дополнительная литература:**

1. Маклакова Е. А., Литвинова Ю. А., Илунина А. А. The Basics of Business Intercultural Communication (Основы деловой межкультурной коммуникации). Учебное пособие В.: Воронежская государственная лесотехническая академия, 2011  
<http://biblioclub.ru/index.php?page=book&id=142471&sr=1>
2. Поползина Л.П. Английский язык. Справочно-энциклопедическая литература К.:КемГУКИ, 2012  
<http://biblioclub.ru/index.php?page=book&id=227889&sr=1>
3. Кардович И. К., Дубова О. Б., Коробова Е. В., Шрамкова Н. Б., Английский язык для студентов экономических специальностей. Учебник М.: Книжный мир, 2012  
<http://biblioclub.ru/index.php?page=book&id=89692&sr=1>