

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ОДЕСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ  
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ФАКУЛЬТЕТ РОМАНО-ГЕРМАНСЬКОЇ ФІЛОЛОГІЇ

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**BUSINESS VOCABULARY IN USE**  
**(part I)**

**Методичні вказівки до курсу «Іноземна мова (англійська)**  
**за професійним спрямуванням»**  
**для здобувачів вищої освіти ступеня бакалавра**  
**спеціальності**  
**073 Менеджмент**

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Матеріал розрахований як для аудиторної, так і для самостійної роботи студентів.

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## **FOREWORD**

These educational materials are designed for Bachelors of the speciality “Management” within the program "English for Special Purposes" and is tailored to the learners' needs to develop professional competence in the field of their specialism. It will help the students to learn not only the meaning of the words but also how they are used.

The textbook is divided into five units which are organized around special topics (Management, Organizations, Marketing, Advertizing, Brands and Production).

A range of exercises types, including gap filing, multiply choice, crosswords, etc., is provided to stimulate and help the students to learn and master the vocabulary.

The exercises in the book can be used in any order. The exercises were partly created and designed by the authors and partly taken from different manuals and business English books.

This textbook can be used in class or as a self-study book.

## UNIT 1. THE ART OF MANAGEMENT

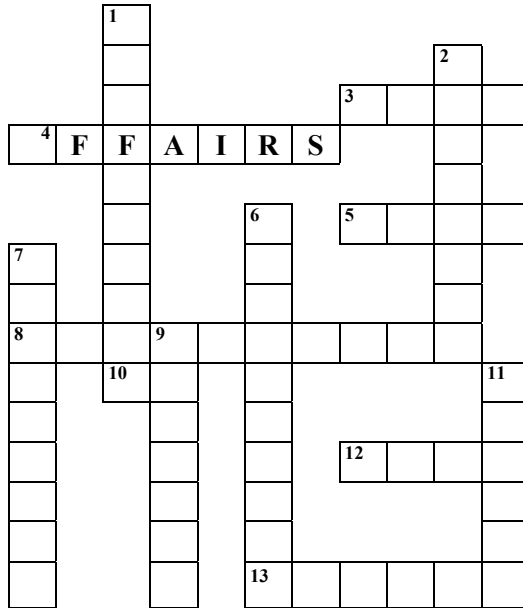
**Exercise 1. Read the text and clues to complete the crossword. All the words can be found in the text and one has been done for you. The numbers in brackets ( ) show how many letters there are in the word.**

Each department in a division of a company relies on budgeting to make the company's affairs profitable. A profit target is set, and the unit price of the goods (which depends on how much they cost to make and for how much they can be sold) is determined by this; the managers report how well this target has been met; the price of the goods leaving the factory (or ex works) is adjusted. Only after this has been done can the various departments in the company execute the orders.

Many businesses fail because they fall into the trap of ignoring their cash-flow, often because they allow too generous credit terms. The accounts department should make sure that a stop is put on the credit granted to bad payers. The smooth running of the company depends on a good relationship between the boss and the people who work on the shop-floor.

Senior managers, of course, must pass some of their tasks over to other people - they simply cannot do it all. This delegation of some jobs is essential, and the ability to do it well is one of the measures of good management.

(<http://studfile.net/preview>)



**Across:**

1. This depends on production costs, profit margins, and market sensitivity (5)
3. The cost of each item (4)
4. Word used for everything a company does (7)
5. The price of the goods depends on the..... (4) of their production
8. A good manager is good at this; he does not try to do everything himself (10)
10. Price of goods..... –factory (2)
- 12 To withdraw credit (4)
- 13 Something which is aimed at (6)

**Down:**

1. Not only must a company make money, it must be .....(10)
2. Each .....(8) will usually have a senior manager and be organised in its own way
6. Smaller than 2 down (10)

7. Each 2 and 6 down does its own ..... (9) and, if senior management agrees, controls its own financial affairs
9. The workers in a company must ..... (7) customers' orders, or they may lose their jobs because the company may fail.
11. Workers do this to managers (6)
- (<https://studfile.net/preview/4363410>)

**Exercise 2. Translate groups of derivatives.**

- manage – manageable – management – manager – managing (director)
- finance – financial – financier
- decide – decidedly – decision (making) – decisive
- respond – response – responsive – responsible – responsibility
- advertise – advertisement – advertising – advertiser
- organize – organization – organizer – organized
- agree – agreement – agreed – agreeable
- object – objection – objective
- operate – operation – operational – operator
- invest – investment – investor

**Exercise 3. Complete the dialogue between the Managing Director (MD) and the Personnel Manager (PM). Choose from the words in the box. The first has been done for you.**

*Sales, MBA, how to take decisions, accounting for managers, communications, distribution, specialized management-training courses, recruits, new technology, cost and price decisions, manage, promotion and marketing, computer systems, learn about management structures, read the balance sheet, results*

- MD:** John, we must think about (1) specialized management-training courses for our junior managers.
- PM:** Yes, our promising younger people need to (2)
- .....

**MD:** They need to know (3)..... and the (4) ..... of these decisions.

**PM:** And, of course, (5)..... is essential. And they must know how to (6) .....

**MD:** Without it, they will never (7) ..... successfully, and they won't know anything about stock control, costing, pricing .... you name it.

**PM:** Yes, (8)..... depend on knowing this.

**MD:** Of course, that's not the only thing they need to know. (9) ..... means that they need to know about things like (10) .....

**PM:** What else?

**MD:** (11) ....., for example.

**PM:** Yes, and I think that the (12)..... departments need managers with this background, as well as the (13) ..... department.

**MD:** Even the (14) ..... managers could benefit, too.

**PM:** Perhaps we should only appoint managers with a Harvard (15) .....

**Exercise 4. Choose the best alternative to complete each sentence.**

1. You must keep staff ....., especially when things get difficult.  
*a) generated b) motivated c) frustrated d) electrified*
2. Weigh up the ..... of each alternative before deciding.  
*a) checks and balances b) assets  
c) pros and cons d) profits*
3. A good manager must be able to handle ..... situations.  
*a) sensible b) impressive c) touching d) touchy*
4. He decided to let things ..., so he dropped the subject until later.



- a) freeze   b) ice over   c) cool down   d) flare up*
5. She ..... creating a better atmosphere amongst the staff.  
*a) set about   b) set off   c) set out   d) set down*
6. We need to have .... arrangements in case things don't work out.  
*a) container                      b) contingency*  
*c) consolidated                  d) consecutive*
7. In a meeting you must stop people talking at ..... purposes.  
*a) opposite   b) angry   c) cross   d) opposing*
8. Why doesn't he stick to the point? He's always going of.....  
*a) at an angle                      b) at a tangent*  
*c) by the way                      d) on the side*
9. It's always difficult when a team is working ..... a deadline.  
*a) in   b) at   c) to   d) opposite*
10. Try to ensure that each employee's ..... is not too great.  
*a) workload                      b) working practice*  
*c) work-to-rule                  d) working party*
11. Those who can't manage their time efficiently always have high stress.....  
*a) grades   b) standards   c) performances   d) levels*
12. The more responsibilities she ....., the more mistakes she made.  
*a) took off   b) took on   c) took down   d) took out*
13. I hope the project continues to run as ..... as it has so far.  
*a) calmly   b) confidently   c) smoothly   d) widely*
14. After ..... many unforeseen obstacles they just manage to meet their deadline.  
*a) overtaking                      b) overcoming*  
*c) overwhelming                  d) overriding*
15. What can we do to improve ..... in this department?  
*a) moral   b) mortality   c) morale   d) temperament*

(Flower J. Build Your Business Vocabulary)

**Exercise 5. Use the following words to complete the terms in the right column.**

- a) *strategic*   b) *administrative*   c) *analytical*   d) *informational*  
 e) *innovative*   f) *personnel*

**PROFESSIONAL SPECIALISATION IN MANAGEMENT**

**FUNCTIONS**

**SPECIALISATION**

FORECAST  
PLANNING



.....  
MANAGEMENT

ORGANISATION  
COORDINATION  
REGULATION  
CONTROL



.....  
MANAGEMENT

ANALYSIS



.....  
MANAGEMENT

INFORMATION AND  
COMMUNICATION



.....  
MANAGEMENT

MOTIVATION



.....  
MANAGEMENT

INNOVATION



.....  
MANAGEMENT

## UNIT 2. BUSINESS ORGANISATIONS

### Exercise 1. Read the text and do Ex. 2.

People form organizations for many purposes: to do business, to spend time with like-minded people, to share interests or promote a cause or even try to change the world. In the U.S. and many other countries, non-profit organizations, also called NGOs (non-governmental organizations) fill an important place. They are usually founded and run by ordinary citizens who see a problem or opportunity in their society that they want to help with. They meet many needs that governments cannot meet (or don't meet so well.)

### Exercise 2. Match the terms on the left with their best definitions on the right.

- |                           |   |
|---------------------------|---|
| 1. private company        | A. a company owned by another   |
| 2. public company         | B. a company which produces and/or sells water, electricity, gas, etc to the general public |
| 3. nationalized company   | C. a group of up to 20 people with unlimited liability for a firm's debts                   |
| 4. public utility         | D. a company which owns and runs other companies  |
| 5. partnership            | E. a limited company with up to 50 shareholders, which is not quoted on the stock exchange  |
| 6. holding/parent company | F. a small or medium-sized company  |
| 7. subsidiary             | G. a limited company quoted on the stock exchange   |
| 8. SME                    | H. a company owned by the state   |

**Exercise 3. Fill in the missing words in the sentences below.  
Choose from the following.**

|                  |                        |              |
|------------------|------------------------|--------------|
| family company   | parent company         | state-owned  |
| hostile takeover | partnership            | subsidiaries |
| joint venture    | principal shareholders | takeover     |
| merger           | privatized             |              |
| nationalized     | stakeholders           |              |

- 1) Walrus was started by Ernest and Mary Walrus 100 years ago. It was a .....
- 2) Forty years ago, it was taken over by the government. It was.....
- 3) For twenty years, Walrus was managed by a government department. It was.....
- 4) Then the Conservative Party won the election. They immediately sold Walrus. It was .....
- 5) But the Walrus were all dead. The main owners were banks and pension funds. They were the .....
- 6) However, many more people – owners, managers, employees and their families and clients – had an interest in the success of the company. These were ..... the .....
- 7) The new management decided to turn some of the business units into separate companies. They became .....
- 8) Walrus kept a majority shareholding in all of them. It was the .....
- 9) Then the American giant, CS Health, suggested that the two companies work together on a new product. They proposed a .....
- 10) CS Health said it wanted to work as an equal with Walrus on the project. It would be a .....
- 11) But everyone knew that CS Health really wanted to buy Walrus. They wanted a .....
- 12) The Walrus management did not want CS Health to buy Walrus. But CS Health offered the Walrus shareholders lots of money and won control. It was a .....

13) Now there is news that CS Health and another American giant will join together soon. It will be a mega .....

**Exercise 4. A). Learn word partnerships. In the middle of the diagram is a *keyword*, around it are background words of two different kinds**

**Tip.** In this example you should have:

*verbs* which go *in front* of the keyword: set up some business

*words* which go *between* the verb and the keyword: set up some promising business

**B). Memorize phrases and expressions with the word «business» and use them in the sentences of your own.**

|       |           |           |                 |                  |
|-------|-----------|-----------|-----------------|------------------|
| 1)    | go into   | set up    | carry on        | stop             |
|       | shut down |           | do              | promising        |
|       | trip      | go out of | <b>BUSINESS</b> | well-established |
|       |           |           | solid           | card appointment |
|       | start     | run       |                 | get down to      |
| go on | flourish  | be in     | retail          | one-person       |

|          |             |                              |                    |
|----------|-------------|------------------------------|--------------------|
| 2)       | Marketing   |                              | be in charge of    |
|          | advertising | complaints                   | take over          |
|          |             | run                          | supervise          |
|          | sales       | <b>DEPARTMENT<br/>OFFICE</b> | (be) put in        |
|          | head        |                              | charge of          |
|          |             | legal                        | finance            |
| accounts | manage      | re-structure                 | join<br>production |

**3) Memorize phrases and expressions with the word «company» and use them in the sentences of your own.**

|          |                       |            |              |  |
|----------|-----------------------|------------|--------------|--|
|          |                       | subsidiary |              |  |
| well-run | restruct              | invest in  | new          |  |
| found    | car                   | profitable | take over    |  |
| oil      |                       |            | run          |  |
| holding  | <b>A/ THE COMPANY</b> |            | big leave    |  |
| join     |                       |            |              |  |
| Limited  | local                 | float      | Public       |  |
| start up | set up                | finance    | medium-sized |  |
| foreign  | work for              | buy into   | manage       |  |

**4)**

|           |           |                            |           |           |
|-----------|-----------|----------------------------|-----------|-----------|
|           |           | white collar               |           |           |
|           | motivate  | appoint                    | employ    | sales     |
|           | train     | trained                    | hire      | lose      |
|           |           | <b>STAFF<br/>PERSONNEL</b> |           |           |
|           | well paid |                            |           | unskilled |
| qualified |           | take on                    | need      | poach     |
|           |           | recruit                    | office    | look for  |
|           |           |                            | interview | key       |

**Exercise 5. Use the appropriate words in the following sentences.**

1. Entrepreneur is a man who is ready to risk his well-being for the sake of some ..... business.
2. The earlier people .....their own businesses, the more time they have to correct the inevitable mistakes.
3. Most people dream of their own small but .....business.
4. It's not difficult to set up a ..... business/firm. Some of such .....-businesses quickly fail but many, having made through the first crucial two or three years begin to ..... and some even to grow.
5. He is already 75 but he actively ..... the business.

6. Even people with intellectual professions aren't afraid to try other things and ..... into business. A professional .....ing some business is a normal phenomenon in America.
7. If your main ..... goal is to increase traffic to your site, try focusing on increasing your clicks and click through rate (CTR).
8. More would be needed, but it was difficult and expensive to..... translators and interpreters.
9. The people who remain unemployed are often ..... workers mostly having higher, uncompleted higher or secondary education.
10. Search by the Japanese police on a ..... of the General Association of Korean Residents in Japan.

**Exercise 6. There are four main types of business ownership in the private sector of the economy: public limited company (PLC), partnership, sole trader and private limited company (Ltd). Put each one into the correct box to complete the table.**

| 1.   | 2.   | 3.  | 4.   |
|--|--|---|--|
| one person provides all the capital  | owned by two or more people who contribute capital | a registered company with restricted share transfer   | a registered company whose shares can be bought and sold on the Stock Exchange |
| unlimited liability (the personal assets of the owner(s) can be taken to pay any business debts) |  | limited liability (liability for business debts is limited to the amount of capital subscribed) |  |

**Exercise 7. Look through the text and do exercises A and B after it.**

The Managing Director (sometimes called the Chief Executive, or President in the USA) is the head of the company. The company is run by a Board of Directors; each Director is in charge of a

department. However, the Chairman of the Board is in overall control and may not be the head of any one department.

Most companies have Finance, Sales, Marketing (sometimes part of Sales), Production, Research and Development (R & D) and Personnel Departments. These are the most common departments, but some companies have others as well.

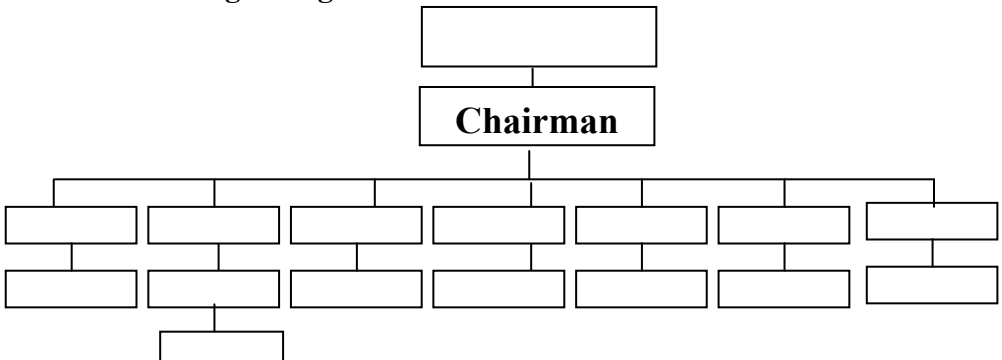
Most departments have a manager who is in charge of its day-to-day running, and who reports to the Director; the Director is responsible for strategic planning and for making decisions. Various personnel in each department reports to the manager. Departments each headed by a Director. One example, present in almost all companies, is the Sales Representative, who reports to the Sales Manager.

(<http://doclecture.net/1-56538.htm>)

**Exercise A. Fill in the gaps with the words from the above text:**

1. The head of the company is called .....
2. The company is run by .....
3. .... is in overall control of the departments.
4. .... is responsible for strategic planning and decision making.
5. .... is in charge of the department's day-to-day running.
6. .... reports to the Sales Manage.

**Exercise B. Complete the organisation chart from the information provided in the text. There are various ways of constructing an organization chart. This is one of the most usual.**





**Exercise 8. Write one word from the box below in each gap to complete the sentence.**

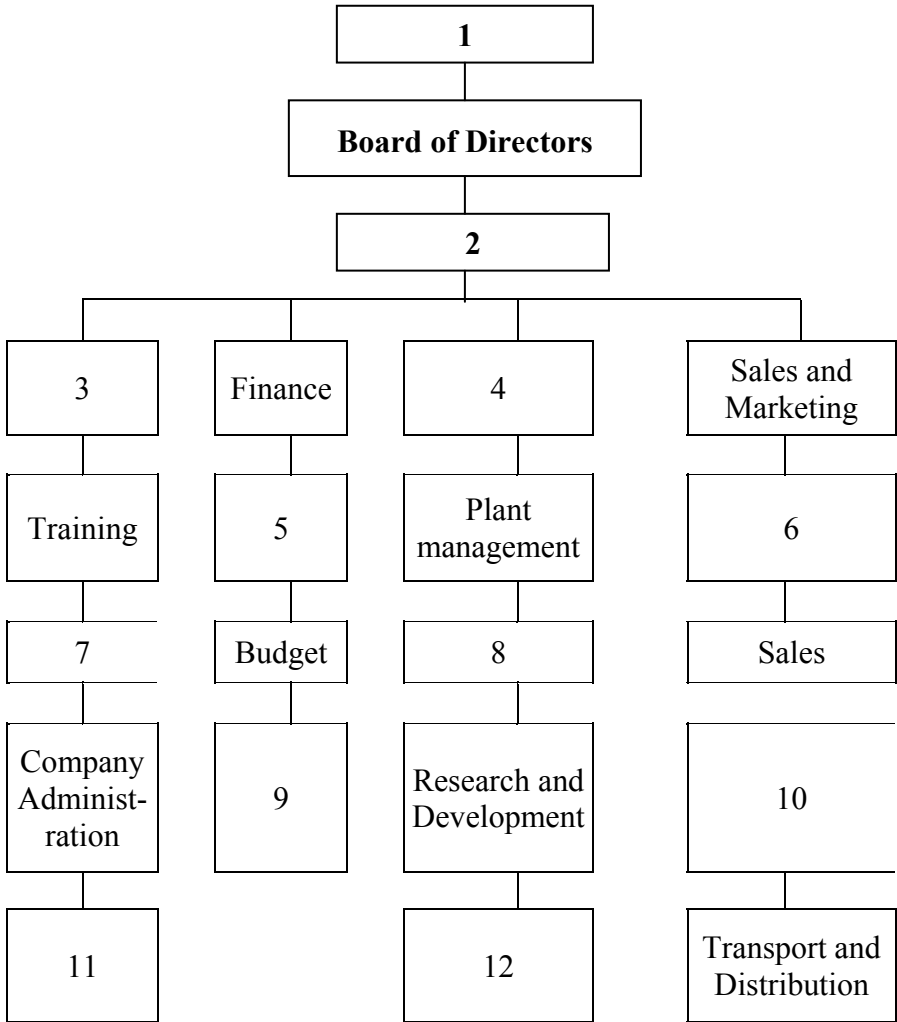
*behind, of, to, for, with, out, after, in, on, out to, to, with, with*

1. The Sales Manager reports ..... the Marketing Manager.
2. The Chief Executive Officer is responsible ..... the running of the company.
3. The Finance Manager is in charge ..... the Finance Department.
4. A partner is fully liable ..... the debts of the partnership.
5. I'll deal ..... this problem personally.
6. We are phasing ..... the old model, as it is rather old-fashioned.
7. We must do something to increase our market share: we are dropping ..... our competitor.
8. I head ..... the marketing department at Kazoulis Communications.
9. I report directly ..... Mr. Kazoulis himself.
10. I look ..... a department of about 30 people.
11. I deal ..... all the major aspects of the company's marketing strategy.
12. I liaise ..... the other members of the management committee.
13. I listen carefully ..... what our customers say.
14. I handle ..... one or two of the major accounts myself.

**Exercise 9. Use the following words to complete the company organisation chart.**

*A. market research  
C. wages and salaries  
E. pensions  
G. Marketing  
I. accounts  
K. litigation department*

*B. Chief Executive Officer  
D. purchasing  
F. Human Resources  
H. design department  
J. Chairman  
L. Production*



**Exercise 10. Match each function of the department with the department responsible for it.**

| Department                          | Functions  |
|-------------------------------------|--|
| 1. Administration                   | 1. carries out market research<br>2. works with the factory unit<br>3. runs the mail room for all incoming and outgoing correspondence   |
| 2. Purchasing                       | 4. draws up contracts  |
| 3. Transport                        | 5. operates the firm's lorries, vans and cars  |
| 4. Personnel                        | 6. works to improve the firm's product range<br>7. responsible for recruitment and selection   |
| 5. Legal                            | 8. pays wages and salaries<br>9. in charge of the welfare of employees   |
| 6. Research and Development (R & D) | 10. includes data processing services<br>11. advises on corporate regulations<br>12. arranges delivery of goods to customers   |
| 7. Sales and Marketing              | 13. organises the activities of the sales representatives<br>14. provides office services such as typing and photocopying  |
| 8. Production                       | 15. creates new products   |
| 9. Accounts / Finance               | 16. keeps a record of all payments made and received<br>17. brings the firm's goods and services to the attention of potential customers   |
| 10. Planning                        | 18. organizes training courses<br>19. orders all supplies needed by the firm<br>20. organizes quality control to maintain product standards  |
| 11. Quality Control                 | 21. persuades people to buy the company's products<br>22. buys in products and services<br>23. sets out a strategy for the company's future<br>24. makes sure that standards are mentioned<br>25. is responsible for manufacturing goods<br>26. deals with invoices and payments<br>27. handles advertising and new product launches |

**Exercise 11. Do the exercise below on the vocabulary related to corporate hierarchy.**

|                           |                            |                              |
|---------------------------|----------------------------|------------------------------|
| <i>personnel officer,</i> | <i>unskilled worker,</i>   | <i>union representative,</i> |
| <i>skilled worker,</i>    | <i>finance department,</i> | <i>supervisor,</i>           |
| <i>accountant,</i>        | <i>safety officer,</i>     | <i>research officer,</i>     |
|                           | <i>sales department</i>    |                              |

**Choose the right words from the above box:**

1. The ..... is the division of a business that is responsible for selling products or services.
2. An ..... works in a ..... to organize the financial and accounting affairs of a company.
3. Generally speaking, a ..... investigates and produces new products.
4. A ..... makes sure that the workers are doing their job properly.
5. A ..... looks after the staff's interests.
6. A ..... makes sure that machines are not dangerous to use.
7. An ..... does a job that needs no training. However, a ..... is trained to do specific tasks.
8. A ..... takes care of administration of new and existing personnel.

**Exercise 12. Choosing from the words in the box, complete the passage by filling in the gaps.**

|   |
|---|
| <i>branch office, location, fire, conditions, appointed, hold stock, Head Office, rent, safety, premises, transport</i> |
|---|

Many companies open a (1) .....to improve distribution in countries where a good market exists. The first step, of course, is to find suitable (2) ..... in a good (3) ..... , where the

(4) ..... is reasonable and (5) ..... to retailers and distributors is fast and easy to arrange. Local (6) ....., including (7) ..... precautions and (8)..... regulations, must be met; a manager must be (9) ..... and staff must be found.

A decision must be made about whether the branch office is to (10)..... or not. The success or failure of this enterprise will depend on the relationship of the branch office to the (11) ....., and that must be established before any of the details are considered.

**Exercise 13. Which of the job-titles given in the box would best describe the following?**

|                      |                                 |                        |
|----------------------|---------------------------------|------------------------|
| <i>Boss</i>          | <i>public relations officer</i> | <i>receptionist</i>    |
| <i>Director</i>      | <i>safety officer</i>           | <i>economist</i>       |
| <i>Manager</i>       | <i>security officer</i>         | <i>sales assistant</i> |
| <i>Executive</i>     | <i>personnel officer</i>        | <i>adviser</i>         |
| <i>administrator</i> | <i>educational officer</i>      | <i>research worker</i> |
| <i>Secretary</i>     | <i>union official</i>           | <i>Supervisor</i>      |

1. The person who represents the workers' interests in disputes with the management in a factory. ....
2. A person who has a high (but not the highest) position in a company and whose job it is to make important decisions. ....
3. An important person in a company who sits on the Board. ....
4. A worker whose job requires no special training. ....
5. A person generally in charge of the day-to day administration in a company. ....
6. The person who makes sure there are no risks of accidents from machinery. ....
7. A person whose job it is to keep an eye on the day-to-day work of other workers. ....
8. A person who does hard physical work. ....

9. The person who handles applications for vacant posts .....
10. The person who gives out information for the press for a company. ....

**Exercise 14. Choose the best alternative to complete each sentence.**

1. The employees responsible for carrying out general office duties, filling in forms and keeping statistics are .....  
*a) clerks b) accountants c) supervisors*
2. The employees who sell a company's products are the sales representatives, usually known as .....  
*a) vendors b) renters c) reps*
3. The employees who decide what to purchase, and who make the purchases of finished goods or components to be made into goods, are the.....  
*a) choosers b) procurers c) buyers*
4. The employees who are responsible for seeing that the finished goods are well made are the .....  
*a) packers b) quality controllers c) financial staff*
5. The clerical workers who use typewriters or word processors and who produce letters, memos or other documents are .....  
*a) secretaries b) editors c) copywriters*
6. The employees who check a company's financial affairs are the .....  
*a) statisticians b) accountants c) counters*
7. The employees who are responsible for preparing checks, pay packets and pay slips are the .....  
*a) wage clerks b) filing clerks c) paying clerks*
8. The workers who process data, under the control of managers and supervisors, are the computer .....  
*a) hackers b) operators c) screeners*
9. The person who greets a visitor and tells him/her how to get to the right office is the.....  
*a) manager b) president c) receptionist*

10. The employees who deal with a company's telephone calls are the .....

a) *VDU operators*    b) *telex operators*    c) *switchboard operators*.

**Exercise 15. Choose the best word from the vocabulary at the top of the exercise to fill in the gaps.**

*adapt, circumstances, contrast, contribute, crucial, flexible, institute, institutionalize, institutions, priority, solely, welfare*

They provide opportunities for civic-minded people to ..... to their society and to take action on the problems that seem ..... to them, even if the society or government is not ready to make those issues a ..... NGOs can also be more ..... than governments. They can ..... to changing ..... or respond quickly to passing opportunities since they do not have to wait for political or bureaucratic approval before taking any action.

There are many types of non-profit organizations, some concerned ..... or principally with one issue and others with a broader focus. There are educational, artistic, philanthropic, environmental, and social ..... associations. There are organizations devoted to almost any imaginable sphere of interest.

In ..... to many of the smaller non-profit organizations, ..... are major organizations like banks, universities, and hospitals. (The word has several other meanings, including a society's most important traditions.) To ..... someone is to put them into a mental hospital where they can be closely supervised. To ..... a new procedure is to set it up and establish it.

(www.englishhints.com)

**Exercise 16. Choose the best word from the vocabulary at the top of the exercise to fill in the gaps.**

**Governments & NGOs**

*administrative, exclude, fees, guidelines, incompatible, instance, invest, parameters, principal, principally, purchase, regulate, status, subsidies*

Many institutions (as well as some smaller NGOs) may receive government ..... to help pay for their services to the community or nation. Donors who believe in an organization's cause may give large sums of money, and volunteers ..... their time. Organizations may also hold fund-raisers or charge membership ..... to generate additional income to ..... buildings or supplies, pay expenses and ..... salaries (unless the entire staff is volunteers), or to support the ircause.

Most organizations have a governing document like a charter or constitution that gives guidelines for their operation and states the ..... purpose for which they exist. The charter also sets ..... that define and limit the activities they will pursue, avoiding apparent or actual ..... purposes.

Governments may also ..... non-profits. In the U.S. this is done ..... using the tax code. If organizations violate government ..... they may lose their tax-free non-profit ..... One set of these guidelines forbids discrimination on the basis of sex, race, or several other factors. For ..... American organizations may not arbitrarily ..... all men or all women simply because of their sex, nor may they deny membership to people based on sexual orientation, race, or national origin.

(www.englishhints.com)



## UNIT 3. MARKETING AND ADVERTIZING

**Exercise 1. Look through the text and get ready to answer the questions after it.**

Marketing concept includes various elements such as planning, research, sales, communications, advertising, etc. Marketing involves meeting both the company and the customer's needs.

It provides information about forward demand for the company's products or services. All marketing-related activities should be interrelated to achieve the final goal.

Marketing planning is an integral part of the marketing mix. First of all it depends on a thorough situation analysis. When analysing the situation it is necessary to consider controllable and uncontrollable factors, i.e. environmental factors. There are four controllable factors in marketing planning, four Ps. They are product, price, place and promotion.

A market plan is necessary for developing sales forecasts. It shows where a company is going and how it is going to get there. A market plan is designed through the use of marketing intelligence and internal accounting.

What kind of analysis is carried out by the marketing department? All kinds of analysis. Market and sale analysis, data analysis, analysis of the customer's demand and cultural analysis. Today the process is computer-assisted.

Marketing research and market research are concerned with product choice study and study of competitors' interests and their claims.

Methods of conducting marketing research are observation, experiment and public opinion polls through different channels.

The communications mix comprises advertising, public relations, direct mail and special events such as product shows, conferences and exhibitions.

Markets are segmented on the basis of demographic and psychological data research. Market segments search for variety of markets rather than one large market for their products and services. Sales are always involved with customer service of all kinds.

1. What are controllable factors in marketing planning?
2. What kinds of analysis are carried out by the marketing department?
3. What does marketing provide?
4. How are markets segmented?
5. What are the methods of conducting marketing research?
6. Which elements does marketing concept include?
7. What does a market plan show?
8. What is necessary to do when analyzing a situation in marketing planning?
9. Are sales involved with customer service?
10. What does the communication mix comprise?

**Exercise 2. Complete the table below.**

| <b>Verb</b> | <b>Nouh</b>  |
|-------------|--------------|
|             |              |
|             | exhibition   |
| reduce      |              |
| promote     |              |
| publicise   |              |
|             | persuasion   |
| demonstrate |              |
|             | cancellation |
| exaggerate  |              |
| establish   |              |
|             | affiliation  |
| endorce     |              |

**Exercise 3. Match the words on the left with the other parts on the right.**

- |                |                    |
|----------------|--------------------|
| 1. advertising | A. release         |
| 2. brand       | B. a market survey |
| 3. market      | C. image           |
| 4. retail      | D. share           |
| 5. break into  | E. campaign        |
| 6. public      | F. customer        |
| 7. press       | G. outlet          |
| 8. prospective | H. research        |
| 9. market      | I. relations       |
| 10. commission | J. a market        |

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**Exercise 4. Match the verbs (the left column) and nouns (the right column).**

- |              |                     |
|--------------|---------------------|
| 1. project   | a. an impact        |
| 2. target    | b. an ad            |
| 3. make      | c. an image         |
| 4. endorse   | d. a campaign       |
| 5. sponsor   | e. an event         |
| 6. launch    | f. a brand          |
| 7. run       | g. a launch         |
| 8. cancel    | h. an audience      |
| 9. place     | i. an advertisement |
| 10. classify | j. a product        |

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**Exercise 5. Choose the appropriate word or expression (a, b, c or d) to complete each sentence.**

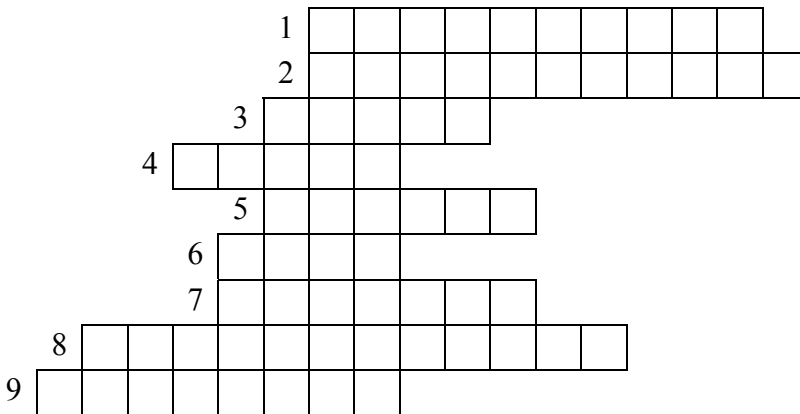
1. Advertising tries to turn ..... customers into real customers.

- a) *foreign*    b) *prospective*    c) *domestic*    d) *overseas*

2. Posters are displayed on .....  
 a) television b) computer screens c) hoardings d) radio
3. Direct advertising in shops is called ..... advertising.  
 a) point-of-sale b) retail c) wholesale d) display
4. Market research takes place before a new product is .....  
 a) phased out b) packaged c) launched d) commissioned
5. Kellogg's is the brand ..... in breakfast cereals.  
 a) image b) name c) leader d) identification
6. She works for an advertising.....  
 a) company b) society c) campaign d) agency
7. Advertisements on television are called .....  
 a) commercials b) sports c) small ad d) classified ads
8. A ..... is the general name for the different kinds of shops.  
 a) department store b) wholesaler  
 c) showroom d) retail outlet

**Exercise 6. Use the translation to find nine horizontal words. Find and translate the vertical word.**

- 1) управління 2) реклама 3) прибуток 4) ринок 5) попит 6) дані  
 7) ціноутворення 8) сегментування 9) стратегія



**Exercise 7. Choose the right verb to complete each sentence.**

*attract spend promote appeal boost launch persuade project*

1. The copy writer created a slogan which would ..... to a wide cross-section of consumers.
2. The agency wants to ..... a campaign targeting the under-16 market.
3. The consumers we want to ..... are professionals who purchase up-market products.
4. All advertising must ..... the right product image.
5. Giving away free badges helped to ..... ice-cream sales to children.
6. The number of TV commercials in campaign depends on how much the client wants to ..... and who he wants to reach.
7. The function of advertising is primarily to inform and to .....
8. Our plan is to ..... the new product across a wide range of media.

**Exercise 8. Learn word partnerships. In the middle of the diagram is a *keyword*, around it are background words of two different kinds.**

**Tip.** In this example you should have:  
*verbs* which go *in front* of the keyword: break into market  
*words* which go *between* the verb and the keyword: break into European market

- a)                      break into    capture  
                          analyse    research    enter    open    carry out  
                          seize    buyer's share    increase    free  
                          Japanese    **MARKET**    European  
                          trends    move    sector    forces    leader

growing survey domestic response  
 b) conduct campaign  
 space agency budget style  
 national take copy launch`  
 appoint 

|                    |
|--------------------|
| <b>ADVERTISING</b> |
|--------------------|

 reduce  
 trade rates slogan press  
 concept prepare devise change  
 costs TV regional

**Exercise 9. Match each word on the left with a word on the right. Use each word once only. Write your answer in the boxes.**

**Set 1.**

- |                |             |
|----------------|-------------|
| 1. competitive | a. brochure |
| 2. delicious   | b. cleaning |
| 3. effortless  | c. details  |
| 4. finest      | d. fit      |
| 5. full        | e. flavours |
| 6. glossy      | f. quality  |
| 7. perfect     | g. rates    |
| 8. wide        | h. variety  |

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**Set 2.**

- |                    |             |
|--------------------|-------------|
| 1. forward-looking | a. brochure |
| 2. full-colour     | b. company  |
| 3. hard-wearing    | c. driving  |
| 4. highly-trained  | d. recipes  |
| 5. money-saving    | e. shoes    |
| 6. mouth-watching  | f. spray    |
| 7. ozone-friendly  | g. staff    |
| 8. stress-free     | h. tips     |

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**Exercise 10. Complete each sentence by using an expression from above. (Ex 9.)**

1. Inside each cooker there's a free cook book full of .....
2. Our ..... are ready to look after your every need.
3. With hand-made shoes you get a ..... every time.
4. The sophisticated automatic steering means .....
5. When looking at the pictures of Dubai in ..... can give the impression that it is a city of the future.
6. Our ..... tell you which products we recommend for your facial care.
7. We encourage you to speak to your dedicated and ..... to help us improve our hostels.
8. This medication is used to treat ..... of bacterial infections, including those that cause acne.
9. During business seminars, potential vendors from such countries were routinely informed about locally produced commodities that may be purchased at ..... by field missions.
10. That is why we offer ....., exclusive service and warranties to every client.

**Exercise 11. Choose the best alternative to complete the sentence.**

1. With effective advertising a company can become a ..... name.  
*a) house b) household c) housewife's d) home*
2. We need an effective campaign to our new products range.  
*a) fire b) set out c) set off d) launch*
3. During the commercial ....., there was an advertisement for a new women's magazine.  
*a) break b) breakage c) pause d) interval*
4. The first thing an ad must do is ..... the reader's eye.  
*a) trap b) catch c) find d) reach*

5. We need a name for the product which will..... to teenagers.  
*a) draw b) attract c) succeed d) appeal*
6. They decided to do a mail..... to get people interested in their holiday homes.  
*a) shot b) shoot c) trial d) list*
7. All advertisers must obey the industry's .....  
*a) practice code b) code of practice  
 c) practical code d) code word*
8. Advertising on television is very expensive during..... viewing hours.  
*a) fire b) set out c) set off d) launch*
9. We did a lot of research to ensure that the advertisement would appeal to the ..... audience.  
*a) aim b) arrival c) goal d) target*
10. Newspaper advertising ..... for 45% of the total.  
*a) accounted b) counted c) comprised d) came*
11. Advertisers look at each newspaper's ..... figures before deciding where to place their advertisements.  
*a) circular b) population c) circulation d) revenue*
12. As part of our service we provide ..... display material.  
*a) selling point b) point-of-sale  
 c) appointed d) salesmanship*
13. If you advertise at airports, you have a ..... audience.  
*a) captured b) slave c) captivated d) captive*
14. She does the art work while I write the ..... for each advertisement.  
*a) copy b) copies c) copyright d) media*



**Exercise 12. Complete the texts below with the following words.**

**Task A**

*trade fairs, range, stands, field work, desk work, samples, designed, break into, showrooms, market share, promote*

Before seeking to (1) ..... a new (2) ..... of products, especially if the firm is trying to (3) ..... a new market or increase its (4) ....., an advertising campaign must be carefully (5) ....., based on the results of the (6) ..... and (7) ..... out in the streets during the initial market survey. The campaign may include pictures on (8) ..... and demonstrations at international (9) ..... or in the company's existing (10) ....., or the distribution of free (11) ..... to potential customers.

**Task B**

*hoarding, classified advertisements, publicize, commercials, posters, persuade, eye-catching, advertising agencies*

Advertisements are everywhere, from columns of small (a) ..... for houses, jobs, cars, etc in newspapers to big (b) ..... on the walls and enormous advertisements on (c) ..... by the side of the road. The job of the (d) ..... is to (e) ..... the products of the firms who employ them. They design (f) ..... advertisements and make television (g) ..... to (h) ..... us to buy, buy, buy.

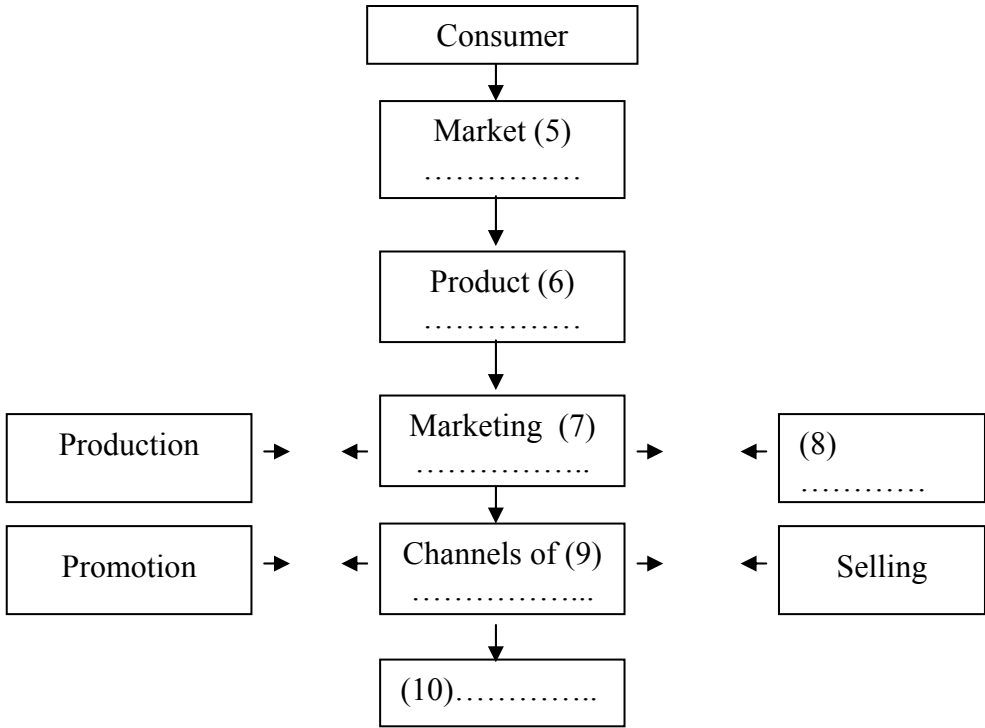
**Task C**

*Creative process, design, distribution, end-users, first, hire purchase, image, labels, mail order, need, opportunities, outlets, patterns, place, posters, price, product, production-oriented, profitably, promotion, range, rival, satisfy, strengths, threats, weaknesses.*

1. What is marketing? Marketing is the ..... of satisfying customer needs .....
2. What is 'the marketing mix'? It consists of 'the four P's: providing the customer with the right P ..... at the right P....., presented in the most attractive way (P.....) and available in the easiest way (P.....).
3. What is 'a product'? A product is not just an assembled set of components: it is something customers buy to ..... a ..... they feel they have. The ..... and the ..... of the product are as important as its specification.
4. What is 'price'? The product must be priced so that it competes effectively with ..... products in the same market.
5. What is 'promotion'? The product is presented to customers through advertising (TV commercials, ....., etc), packaging (design, ....., etc), publicity, P.R. and personal selling.
6. What is 'place'? Your product must be available to customer through the most cost-effective channels of ..... . A consumer product must be offered to ... .....in suitable retail ....., or available on ..... or by.....
7. What is meant by 'S.W.O.T.'? A firm should be aware of its S..... and W..... and the O..... and T ..... it faces in the market place.
8. Why are firms becoming more customer-oriented and less .....? Because new products must be created to meet the changing ..... of customer's needs – a firm can't rely on the success of its existing ..... of products. The customer and his or her needs must come ..... !

**Exercise 13.** This diagram shows the marketing process from start to finish. Insert six missing words in their correct positions.

*research, distribution, strategy, consumer, costing, development*



**Exercise 14.** Choose the correct word from the box to complete the passage regarding marketing and promotion. The first word is an example.

*Advertisements, copy-writer, promotion, copy, designer, trade magazines, exhibition, set up, market, Marketing, media, Trade, Commerce, price sensitivity, controls, budgets*

(1) Marketing and (2)..... involve letting potential customers know about a new product both before it is made and after it becomes available for sale. (3) ..... in the local and national press and (4) ..... in areas where there is likely to be a good market are among the ways in which this is done; the choice of (5) ..... -magazines, newspapers, radio and TV – for the advertisements and of locations for exhibitions is made as a result of thorough (6) ..... research, so that money all marketing departments have tightly controlled (7) ..... is spent where it is most likely to produce results. The advertising (8) ..... , usually provided by a specialist (9) ..... and set out by a (10) ..... to have the most impact, is probably the most common form of promotion. Although the way in which stands are (11)..... at exhibitions is also extremely important. "News" items leaked to (12) ..... are also important - and they are free! (13) ..... Associations and Chambers of (14) ..... can provide advice about the size of markets, their location, and also about such things as (15) ..... and import (16) ..... in specific areas.

## UNIT 4. BRANDS AND BRANDING

**Exercise 1. Complete the table below.**

| <i>Adjective</i> | <i>Noun</i>   |
|------------------|---------------|
| 1. glamorous     | glamour       |
| 2. prestigious   |               |
| 3. reliable      |               |
| 4.               | exclusivity   |
| 5. luxurious     |               |
| 6. popular       |               |
| 7.               | effectiveness |
| 8.               | elegance      |
| 9.               | casual        |
| 10. vintage      |               |
| 11.              | admiration    |
| 12. fabulous     |               |
| 13.              | fashion       |
| 14.              | futurist      |
| 15. beautiful    |               |

**Exercise 2. Which word is the odd one out in each set?**

1. A promote      B endorse      C generate      D advertise
2. A image      B campaign      C brand      D symbol
3. A renew      B revamp      C retire      D revive
4. A conglomerate      B association      C corporation      D accolade
5. A strategy      B retailer      C outlet      D store
6. A innovative      B imaginative      C creative      D synonymous

**Exercise 3. Write one word from the box below in each gap to complete the sentence. You may choose to use some words more than once.**

*in (3) up to on (2) of (3) for (2) toward off with from*

1. Twitter was started due ..... the decline of the old podcasting platform known as Oden.
2. Thanks ..... your ideas. We all approve ..... your suggestions.
3. Steve Jobs periodically went ..... fruitarian diets, and spent time working at an apple orchard, both of which led to his naming of the company.
4. Starbucks stands ..... traditions and quality.
5. The PR campaign will consist ..... three key elements.
6. Adolf Dassler – for whom “Adidas” is named – was famous not only his hatred of his brother, Puma’s founder Rudi Dassler, but also of most people in general.
7. Hampstead Tea company has succeeded ..... breaking into the UK market.
8. Before stopping for lunch, let’s see if we can conjure some ideas for the launch.
9. We’re ultimately all working ..... the same goal.
10. The organization benefited ..... outsourcing its production overseas.
11. The Gucci brand is associated ..... luxury.
12. The famous fizzy drink, Coca Cola, started ..... as a medical drug.
13. Disney’s brand recognition comes ..... the popularity of its movies and theme parks.
14. Amazon’s brand is based ..... being the one-step online store, where you can buy everything from books to fitness equipment or furniture.
15. Apple is the largest company ..... the world.

16. .... particular, Microsoft has increased its brand value by \$100 billion in just one decade.

**Exercise 4. Rearrange the words to make complete sentences.**

1. on / work / this / let's / together / project

*e.g.* Let's work together on this project.

2. does / tell / else / to / I / you / wanted / before / anyone

.....  
3. the / about / we / know / before /should / start/ you/ I /think/ delay

.....  
4. will / his / but / like / I / idea / it / work ?

.....  
5. just / this / needs / few / changes / a / minor

.....  
6. sites /may /activities /over /be /spread /different /a company's

.....  
7. company / entrepreneur / their / own / who / someone / is / or /  
founds / or / an / establishes

.....  
8. seller / or / organization / something / is / a / person / sells / that

.....  
9. footsteps / in / an / SAAB / by / follows / acronym / IKEA's /  
being

.....  
10. entered / overnight / in / electronics / the / it / market / 1960s /  
dominated / the / and / Samsung /

.....

## UNIT 5. PRODUCTION

**Exercise 1. Complete the following passage by choosing the appropriate words in the list below to fill in the gaps.**

- a) quality circles    b) assembly lines overtime    c) machinery*  
*d) management    e) profit-sharing    f) enabled*  
*g) workshops    h) mass production    i) robots*  
*j) trade union    k) production schedule    l) backlog*

(1) ..... was introduced into this factory in 1916, during the First World War, at a time when women worked on our (2) ..... . Since then, of course, the production process has changed: there is more (3) ..... and an increasing number of (4) ..... Worker (5) ..... relations have changed too, with greater (6) ..... participation, a (7) ..... scheme since 1982, and, since 1989, (8) ....., which have (9) ..... us to make a number of improvements, including reducing the need for (12) ..... when we have a (13) ..... to make up.

**Exercise 2. List the following words under the three headings below.**

- a) shop steward    b) industrial action    c) assembly line    d) work-to-rude*  
*e) strike    f) shop floor    g) manufacturer    h) premises    i) stoppage*  
*j) go-slow    k) factory    l) skilled worker    m) Bottleneck    n) foreman*  
*o) warehouse    p) pollution*

| A. PLACE | B. PERSON | C. PROBLEM |
|----------|-----------|------------|
|          |           |            |
|          |           |            |



**Exercise 3. Match the sentence beginnings (1-11) to their endings (A-K).**

- |   |   |
|---|---|
| 1. I have had to work at the factory at night machine every three weeks | A. to come and look at the which has broken down? |
| 2. The raw materials we have to buy                                     | B. since we started shift work.                   |
| 3. Is there worker participation  | C. for the sub-assembly area.                     |
| 4. Have you sent off the spare parts                                    | D. to the dealerships?                            |
| 5. Can you ask the maintenance department                               | E. on the payroll?                                |
| 6. We are now able to sell the by-products                              | F. we shall have to make 500 employees redundant. |
| 7. Because of the bad economic climate                                  | G. through planned obsolescence.                  |
| 8. One way of maintaining future demands is                             | H. and recycle a lot more.                        |
| 9. We are more careful about waste now                                  | I. from our production process.                   |
| 10. How many employees do you have                                      | J. on the Works Council?                          |
| 11. I need to order some components                                     | K. include iron and petrol.                       |

**Exercise 4. Learn word partnerships. In the middle of the diagram is a *keyword*, around it are background words of two different kinds.**

*Tip.* In this example you should have:  
*verbs* which go *in front* of the keyword: e. g. supervise production  
*words* which go *between* the verb and the keyword: e. g., supervise efficient production

a) start                    set                    site line  
 license capacity                    control                    train  
 halt                    transfer                    efficient                    system  
 costs problems                    **PRODUCTION**                    hold up target  
 levels speed                    supervise                    increase                    maintain  
 overcome                    plan                    engineer check                    automate

b)                    sell                    distribute                    test  
 manager                    promote                    develop                    improve  
 design                    invent                    modify                    launch  
 promotion                    **A/THE PRODUCT**                    features  
 manufacture                    specifications                    demonstrate                    range  
 new                    promotion                    advertise

**These words can, of course, be used with the name of your particular product instead of the general word "product".**

**Exercise 5. Read the following groups of words and translate them.**

1. diversify – diversified – diversity
2. value – values – valuable – valuables – to value – evaluate
3. satisfy – satisfaction – satisfactory (mark) – satisfying (results)
4. to market – marketer – marketable – marked (improvements)
5. to supply – supplier – supply and demand – large supplies – to be in short supply
6. direct (mail, ties) – directly (from the factory) – to direct – direction
7. to consume – consumer – consumption – consumable
8. to deliver – delivery – deliverable
9. simple – simplicity – to simplify – simply
10. extend – extension – extensive – extent

**Exercise 6. Are the following statements true (T) or false (F)?**

1. "Output" means the quantity of goods produced by a machine or factory.
2. Pilot production is controlled by computer.
3. "Effluent" is another way to spell "affluent".
4. "Manpower" is the opposite of "workforce".
5. "Short time" is a synonym for "lay-offs".
6. A power station produces electricity.
7. The lifespan of a product is how long it is produced.
8. Stock control is always organised on a just-in-time basis.
9. A "stop gap" is a kind of bottleneck.
10. If we say production is disrupted, we mean it is streamlined.

**Exercise 7. Choose the best alternative to complete the sentence.**

1. I'll have to speak to the ..... to get approval for the purchase.  
a) project manager  
b) warehouse  
c) Maintenance and Repair Handling (MRH)  
d) order backlog
2. Let me call down to the ..... to see if we have any spare parts in stock.  
a) notice board  
b) price tag  
c) quality con  
d) warehouse
3. We will take all necessary ..... to ensure the safety of our staff.  
a) steps  
b) precautions  
c) both answers  
d) none of the answers are correct
4. All of our workers' uniforms are made of ..... material for safety.  
a) onflammable  
b) inflammable  
c) flammable  
d) all answers are correct
5. Our ..... takes about three months to complete.

- a) notice board  
c) production cycle
- b) price tag  
d) quality control
6. Unfortunately, we have an ..... for two months. We could deliver the items in January.
- a) order backlog  
c) scatter chart
- b) production index  
d) unrealistic goal
7. Our..... told us they would deliver the parts by next Friday.
- a) dealer  
c) comptroller
- b) gnomes  
d) supplier
8. You can find all safety regulations posted on the .....
- a) bulletin board  
c) notice board
- b) employee intranet  
d) all answers are correct
9. We need to change the ..... on that item as we've raised prices.
- a) rules  
c) income
- b) color  
d) price tag
10. We make sure to implement stringent ..... on each product.
- a) production cycles  
c) quality control
- b) backlogs  
d) check

**Exercise 8. Match the words that go together and then complete the sentences below.**

1. quality  
2. finished  
3. industrial  
4. production  
5. large-scale  
6. assembly
- a) material  
b) manager  
c) lines  
d) process  
e) levels  
f) control

- |                 |                  |
|-----------------|------------------|
| 7. raw          | g) products      |
| 8. productivity | h) manufacturing |

1. Improved ..... has led to higher efficiency in production.
2. The manufacture of paper is an.....
3. Crude oil is the basic ..... for the plastics industry.
4. Increased ..... have reduced the number of manufacturing workers.
5. The large warehouse is used to store ..... waiting for delivery.
6. Large car manufacturers use ..... in production.
7. The company began in a single room but has now developed into.....
8. The manufacturing process is the responsibility of the.....

**Exercise 9. Complete the sentences below. The first letter of the missing word has been given.**

1. A quantity of goods prepared at the same time is known as a **b**.....
2. To put parts together to produce the final product is to **a**.....
3. Production processes convert inputs to **o**.....
4. The process of buying inputs is known as **p**.....
5. A part which is used in the final product is called a **c**.....
6. To get the best possible level of production is to **o**.....
7. The tools, machines or other things that you need for a particular job or activity are **e**.....
8. A room or building where things are made using tools and machines is **w**.....
9. The production of goods, especially those made in factories is **i**.....
10. The process of bringing goods to a place is **d**.....

**Exercise 10. Here is part of a memo from a company director to the production manager. Complete it with the words from the box.**

*faulty equipment repair site workshops factory stock  
breakdowns layout maintain fixtures machinery*

We are making good progress with the new.....development. A new.....close to the river has been acquired. Designers are currently working on the.....of the area and exact location of the factory building. All.....and fittings will be carried out by Alan Shores Ltd. The new manufacturing..... has been ordered and we hope to be able to install it ahead of schedule. New .....will be purchased for the engineering.....once they have been completed. The present machinery is old and several .....recently have caused production backlogs. We will continue to..... and..... these machines until the new ones are up and running. I would ask you to carry out a full .....inventory as soon as possible. Any..... goods should be removed from store and disposed of....

**Exercise 11. Choose the best alternative to complete the sentence.**

1. Recent faults with machines have cost the company a great deal of.....  
*a) maintenance      b) slack time      c) downtime*
2. Once the mock-up of the new design has been tested, we can build the.....  
*a) prototype      b) update      c) set up*
3. It's profitable to manufacture small quantities because of the machine.....  
*a) lead time      b) set-up time      c) sequence*
4. The production manager has to produce a production..... for the next four weeks.  
*a) set up      b) schedule      c) output*

5. Once the order has been agreed and production begun, the designer is still responsible for the..... .

*a) work in progress    b) workload    c) back order*

6. These items are produced together as one..... .

*a) cycle                      b) delivery                      c) lot*

**Exercise 12. Match the correct word with each definition.**

- |                         |   |
|-------------------------|---|
| 1) <i>workload</i>      | a) the movement of materials through a production system                  |
| 2) <i>workforce</i>     | b) an order from an earlier time which hasn't been produced yet           |
| 3) <i>back order</i>    | c) the volume of goods which are produced                                 |
| 4) <i>material flow</i> | d) something that is needed for a particular process                      |
| 5) <i>throughout</i>    | e) the series of activities following one another to produce a product    |
| 6) <i>output</i>        | f) the amount of work that has to be done                                 |
| 7) <i>cycle</i>         | g) the volume of goods that can be dealt with in a certain period of time |
| 8) <i>requirement</i>   | h) all the people who work in a particular company                        |

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**(part I)**

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