

## ТРЕБОВАНИЯ К ОФОРМЛЕНИЮ САМОСТОЯТЕЛЬНОЙ РАБОТЫ ДЛЯ СТУДЕНТОВ ЗАОЧНИКОВ

Письменная самостоятельная работа выполняется в отдельной тетради. На обложке тетради напишите свою фамилию, группу и номер варианта.

Самостоятельная работа должна выполняться аккуратно, четким почерком. При выполнении самостоятельной работы оставляйте в тетради широкие поля для замечаний, объяснений и методических указаний.

Самостоятельная работа должна выполняться в той последовательности, в которой она дана.

## САМОСТОЯТЕЛЬНАЯ РАБОТА №1

**Для того чтобы правильно выполнить самостоятельную работу, необходимо усвоить следующие разделы грамматики английского языка.**

1. Множественное число и притяжательный падеж имен существительных.
2. Степени сравнения имен прилагательных и наречия. Сравнительные конструкции.
3. Местоимения: личные, притяжательные, вопросительные, указательные, неопределенные и другие.
4. Формы настоящего, прошедшего и будущего времени действительного залога. Спряжение глаголов *to be*, *to have* в *Present*, *Past*, *Future Indefinite*.
5. Модальные глаголы: *can*, *must*, *may*, *should*, *could*, *need*.

### **Рекомендуемые учебные пособия и ссылки:**

- 1) Голицынский Ю. «Грамматика: сборник упражнений» - СПб, Каро, 2006
- 2) Murphy R. «English Grammar in Use» A self-study reference and practice book for elementary students of English. - Cambridge University Press, 1998 г.
- 3) Murphy R. «English Grammar in Use». A self-study reference and practice book for intermediate students of English. – Cambridge University Press, 1994г.
- 4) Бонк Н.А. и др. «Учебник английского языка». - М., Высшая школа, 1996.

Ссылки:

- 1) [www.alleng.ru](http://www.alleng.ru)
- 2) [www.english-easy.info](http://www.english-easy.info)
- 3) [www.comenglish.ru](http://www.comenglish.ru)
- 4) [www.englishclub.narod.ru](http://www.englishclub.narod.ru)
- 5) [www.infoenglish.info](http://www.infoenglish.info)

### **Задание 1. Образуйте множественное число существительных:**

woman, set, group, work, mouse, name, art, play, star, year, idea, sorrow, ray, culture, doctor, man, teacher, counter, child, leaf, life, shelf, knife, wife.

### **Задание 2. Переведите следующие словосочетания на английский язык, употребляя притяжательный падеж:**

письмо моего друга, рассказы этого писателя, библиотека института, дочь моей младшей сестры, стены этого старого дома, собака моего друга, игрушки детей.

### **Задание 3. Образуйте степени сравнения следующих прилагательных и наречий:**

short, cold, bad, early, big, good, late, fast, small, old, nice, young, large, long, quick, easy, interesting, few, comfortable, progressive, efficient, clearly, beautiful, difficult, especially, wonderful, realistic, remarkable, much, dependent, far, important.

### **Задание 4. Употребите прилагательные и наречия, данные в скобках, в нужной степени сравнения:**

- 1) My brother is much ... than myself. (young)

- 2) The opera theatre is one of ... buildings in the city. (beautiful)
- 3) The party was not so ... as I had expected. (funny)
- 4) What is the ... news? (late)
- 5) Yesterday I came home ... than usual. (late)
- 6) Ann sings ... than Nina. (good)
- 7) I like this picture ... of all. (good)
- 8) Greg felt \_\_\_\_\_ (bad) yesterday than the day before.

**Задание 5. Употребите нужную форму личных местоимений:**

- 1) I often see (they, them) in the bus.
- 2) She lives near (we, us).
- 3) (We, us) always walk to school together.
- 4) He teaches (we, us) English.
- 5) She sits near (I, me) during the lesson.
- 6) I always speak to (he, him) in English.
- 7) What is the matter with (he, him) today?
- 8) He explains the lesson to (we, us) each morning.

**Задание 6. Употребите нужную форму притяжательных местоимений:**

- 1) Would you like to see some of (her, hers) poems?
- 2) (Their, theirs) knowledge of the subject is not much superior to (our, ours).
- 3) You take care of (your, yours) things and I'll take care of (my, mine).
- 4) All (our, ours) clothes were dirty, and (my, mine) especially so.
- 5) (Their, theirs) boat was faster than (our, ours).
- 6) I'm afraid they will take (your, yours) words against (her, hers).
- 7) (Their, theirs) home is pretty but (our, ours) is prettier.

**Задание 7. Заполните пропуски местоимениями some или any. Переведите предложения на русский язык:**

1. You will need ... warm clothes there.
2. I don't have ... money with me.
3. Please, give me ... more coffee. – I'm sorry, but there isn't ... more coffee.
4. I'm sorry, but I didn't have ... time to prepare my lessons last night.
5. It was in Greece that ancient civilization was highly developed.
6. I didn't have ... stamps, so I went to the post-office to buy ...
7. Please, put ... water in that vase, the flowers are dying.
8. There are ... famous museums in that city but we didn't have time to visit ...
9. The doctor gave me ... medicine for my cough.
10. There aren't ... students in the room at the moment.

**Задание 8. Заполните пропуски местоимениями much, many, little, few.**

**Переведите предложения на русский язык:**

- 1) Very ... people know about it.
- 2) He is a man of ... words.
- 3) ... was said but ... done.
- 4) There isn't ... harm in it.

- 5) He has very ...knowledge of the matter.
- 6) We have ... friends in Moscow.
- 7) There were very ... mistakes in his spelling.
- 8) Robert wrote so ... letters that he's never going to write a letter again.
- 9) She ate so ... ice cream that she's going to have a sore throat.
- 10) There is ... mayonnaise in Vera's kitchen. She has to go to the supermarket and buy some.

**Задание 9. Употребите глаголы, данные в скобках, в форме Present Simple:**

- 1) We (read) the newspaper in class every day.
- 2) He always (prepare) his homework carefully.
- 3) We always (play) tennis on Saturdays.
- 4) She (speak) several foreign languages.
- 5) The children (play) in the park every afternoon.
- 6) Helen (work) very hard.
- 7) They (take) a lot of trips together.
- 8) We always (travel) by car.
- 9) I (eat) lunch in the cafeteria every day.
- 10) We (walk) to the bus stop every morning.

**Задание 10. Напишите следующие предложения в вопросительной и отрицательной формах:**

*Образец:* John goes there twice a week.

*Does John go there twice a week?*

*John doesn't go there twice a week.*

1) He knows French perfectly. 2) I understand everything he says. 3) She makes mistakes in spelling. 4) They enjoy their English lessons. 5) They live in Kiev. 6) We use our books in class. 7) The plane leaves at ten o'clock. 8) She always comes to class late.

**Задание 11. Употребите глаголы, данные в скобках, в форме Past Simple:**

- 1) We (work) in our garden all day yesterday.
- 2) The telephone (ring) twice but no one answered it.
- 3) He always (want) to learn English.
- 4) Ann and I (talk) over the telephone yesterday.
- 5) I (lose) my English book yesterday but (find) it later.
- 6) The meeting (last) about two hours.
- 7) I (wait) almost two hours for Helen yesterday.
- 8) She (study) in our class last semester.
- 9) We (watch) television until eleven o'clock last night.
- 10) Mr. and Mrs. Simpson (invite) all their friends and neighbors to a party last night.

**Задание 12. Напишите следующие предложения в вопросительной и отрицательной формах:**

*Образец:* He prepared his lesson well.

*Did he prepare his lesson well?*

*He didn't prepare his lesson well.*

1) They stayed in Moscow all summer. 2) She planned her work well. 3) The crowd waited a long time to see the famous actor. 4) He worked in that Institute for many years. 5) We arrived home late. 6) He entered this class in April. 7) Ann passed all her examinations. 8) The meeting lasted a long time

**Задание 13. Употребите глаголы, данные в скобках, в форме Future Simple:**

- 1) Helen (find) the book which you need.
- 2) They (see) us tomorrow.
- 3) He (finish) the work in April.
- 4) The shops (close) at noon today.
- 5) We (arrive) at three o'clock.
- 6) She (tell) you all about it.
- 7) You (spend) two months in the South.
- 8) The plant (die) because of lack of sunshine.

**Задание 14. Напишите следующие предложения в вопросительной и отрицательной формах:**

*Образец:* They will arrive at three o'clock.

*Will they arrive at three o'clock?*

*They won't arrive at three o'clock.*

1) They will return in October. 2) These exercises will be easy for you. 3) He will be able to meet us later. 4) Our drama society will present a new play this year. 5) The lesson will be over at twelve o'clock. 6) There will be three new students in the class. 7) She will leave a message on the table for him. 8) They will write to us on Wednesday.

**Задание 15. Употребите модальные глаголы *can, may, must, could, should, can't, mustn't, needn't* и переведите предложения на русский язык.**

1. ... I take this book for a little?
2. I.... ski when I was young.
3. You ... work more seriously.
4. He ... answer the question. It's not difficult.
5. You .... respect your parents.
6. My sister .... write this letter, she is very busy.
7. My sister .... write this letter. She'll phone them.
8. You .... make notes in the books.

**Задание 16. Письменно переведите 1, 2 и 3 абзацы текста. Выполните задание после текста.**

## **MANAGEMENT**

Management has many definitions as there are managers. There are debates whether management is an art or a science and whether managers are born or made. From a sociological point of view management would seem to be mainly an art (for example how to motivate people to give of their bests), whereas from a quantitative point of view it appears to be far more scientific.

In practical business, management is the art and science of getting things done through other people, but it also includes effective use of your own time. To operate a successful business you need strong management skills. Effective management is the key to business success.

Management includes those personnel who have the right to make decisions that affect company's affairs. Organization is the means by which management coordinates the efforts of employees to obtain the company's objectives. As for organization, it involves structure which is a framework enabling management to delegate and control the responsibilities of individuals and departments. In this way, a company can function as a unit with the same efficiency as a business run by one person.

Once organizational structure has been established, areas (and sub areas) of activities, levels of authority and duties must be clearly defined. There are three management levels: top management, middle management, and operating management. Top management includes the president, vice president, and the general manager. Middle management includes department managers, plant managers, and production superintendents. Operating management includes supervisors, foremen, etc.

The most important responsibility of a manager at any level is decision making. (It is often said that decisions are the motor of business). Successful management is a matter of skill in choosing from alternatives.

**Ответьте на следующие вопросы к тексту:**

1. Is a management an art or a science?
2. What is the key to business success?
3. What is management?
4. What is the most important responsibility of a manager?
5. What manager would you like to be: a top manager, a middle manager, or an operating manager and why?

**Тест №1**

1. Jane is from Italy. \_\_\_\_ friend is from Spain.

- a) His
- b) Her
- c) She

2. We're Swedish. \_\_\_\_ names are Tomas and Karl.

- a) Our
- b) We
- c) Us

3. Show \_\_\_\_ the photos, please.

- a) their
- b) they
- c) them

4. Joseph \_\_\_\_\_ to keep fit.

- a) try
- b) tries
- c) to try

5. My parents \_\_\_\_\_ abroad very often.

- a) don't go
- b) doesn't go
- c) not go

6. Does your sister have a well-paid job? – No,\_\_\_\_\_.

- a) she don't
- b) she doesn't
- c) she hasn't

7. \_\_\_\_\_ she speak English so well?

- a) can
- b) might
- c) must

8. You \_\_\_\_\_ be so rude to your employer.

- a) can't
- b) shouldn't
- c) needn't

9. She usually \_\_\_\_\_ to bed at about 11.30.

- a) go
- b) goes
- c) going

10. What time \_\_\_\_\_ your dog?

- a) you walk
- b) you walking
- c) do you walk

11. I \_\_\_\_\_ a shower every day.

- a) am having usually
- b) am usually have
- c) usually have

12. Where \_\_\_\_\_ yesterday?

- a) you was
- b) you were
- c) were you

13. There is \_\_\_\_\_ paper on the table

- a) some
- b) any
- c) an

14. She is \_\_\_\_\_ than she looks.

- a) more older
- b) older
- c) oldest

15. I \_\_\_\_\_ any paper.

- a) hasn't
- b) haven't got
- c) have got

16. I am \_\_\_\_\_ person in the world.

- a) the happiest
- b) the happiest
- c) happier

17. Sarah \_\_\_\_\_ out last night.

- a) didn't went
- b) didn't go
- c) didn't goes

18. \_\_\_\_\_ to a disco last Sunday?

- a) Went you
- b) Did you go
- c) Did you went

19. Mike is \_\_\_\_\_ at tennis than football.

- a) better
- b) more good
- c) best

20. A trip to Greece is \_\_\_\_\_ than a trip to Egypt.

- a) expensiver
- b) more expensive
- c) more expensiver

21. When my granny was young, she \_\_\_\_\_ skate very well.

- a) can



b) should

c) could

22. \_\_\_\_\_ I ask you some questions?

a) may

b) need

c) must

23. I haven't got \_\_\_\_\_ money.

a) no

b) some

c) any

24. There is \_\_\_\_\_ sugar in this coffee.

a) a lot of

b) many

c) a lot

25. There are \_\_\_\_\_ people here already.

a) a few

b) a little

c) much

26. He \_\_\_\_\_ to you next Friday.

a) will come

b) comes

c) come

27. You know, James and Mary \_\_\_\_\_ a new car last month.

a) bought

b) have bought

c) has bought

28. \_\_\_\_\_ the shopping last weekend?

a) Did you

b) Did you do

c) You did

29. Unluckily, we stayed at \_\_\_\_\_ hotel in this city

a) the worst

b) the baddest

c) worst

30. There is \_\_\_\_\_ milk left.

a) a few

- b) a little
- c) many

## САМОСТОЯТЕЛЬНАЯ РАБОТА № 2

Для правильного выполнения самостоятельной работы №2 необходимо усвоить следующие разделы грамматики английского языка:

1. Видовременные формы глагола:

а) активный залог (*the Active Voice*) для форм *Continuous (Present, Past)* и *Perfect (Present, Past)*.

б) пассивный залог (*the Passive Voice*) для форм *Indefinite (Present, Past, Future)*. Особенности перевода пассивного залога на русский язык.

2. Простые неличные формы глагола: *Participle I (Present Participle)*, *Participle II (Past Participle)*, *Infinitive* в функциях определения и обстоятельства.

3. Типы условных предложений (*Conditional I, Conditional II*).

**Задание 1. Употребите глаголы, данные в скобках, в форме Present Continuous:**

*Образец:* Look! It (begin) to rain.

*Look! It is beginning to rain.*

They (wait) for us on the corner now.

*They are waiting for us on the corner now.*

1) I see that you (wear) your new suit today.

2) Listen! Someone (knock) at the door.

3) The bus (stop) for us now.

4) Please, be quiet! The baby (sleep).

5) The leaves (begin) to fall from the trees.

6) John (have) lunch in the cafeteria now.

7) Listen! I think the telephone (ring).

8) Ann seems to be very busy. I guess she (prepare) her English lesson.

**Задание 2. Напишите следующие предложения в вопросительной и отрицательной формах Present Continuous:**

*Образец:* They are working.

*Are they working?*

*They aren't working.*

1) You are doing that exercise correctly.

2) He is looking for the book which he lost.

3) All the birds are flying south.

4) The sky is getting very dark.

5) They are laughing at what you said.

6) They are travelling in Europe at present.

- 7) Helen is taking dancing lessons at the country club.
- 8) Mr. Evans is writing a series of articles on the economic situation.

**Задание 3. Употребите глаголы, данные в скобках, в форме Past**

**Continuous:**

- 1) When you telephoned, I (have) dinner.
- 2) The baby (sleep) soundly when I went to wake him.
- 3) She (talk) with Mr. Smith when I saw her in the hall.
- 4) The accident happened while they (travel) in the South.
- 5) When I got up this morning, the sun (shine) brightly.
- 6) At seven o'clock, when you telephoned, I (read) the newspaper.
- 7) Mary (play) the piano when I arrived.
- 8) Helen fell just as she (get) off the bus.

**Задание 4. Употребите глаголы, данные в скобках, в форме Present Perfect:**

- 1) I (speak) to him about it several times.
- 2) We (learn) many new words in this course.
- 3) He (make) that same mistake several times.
- 4) I (hear) that story before.
- 5) I am afraid that I (lose) my car keys.
- 6) She (see) this film three times.
- 7) I (tell) John what you said.
- 8) She (return) my book at last.

**Задание 5. Употребите глаголы, данные в скобках, в форме Past Perfect:**

- 1) I was sure that I (see) the man before.
- 2) I asked him why he (leave) the party so early.
- 3) It was clear that he (give) us the wrong address.
- 4) The teacher corrected the exercises which I (prepare).
- 5) He knew that he (make) a serious mistake.
- 6) She said she (look) everywhere for the book.
- 7) I felt that I (meet) the man somewhere before.
- 8) He wanted to know what (happen) to his briefcase.

**Задание 6. Переведите предложения на русский язык, обращая внимание на употребление времен группы Perfect:**

- 1) He has told her all about his travel.
- 2) I have never been to St. Petersburg.
- 3) Have you finished your homework?
- 4) They have been friends for years.
- 5) She told us that she had not finished her report yet.
- 6) He has been the best student in the class.
- 7) She said she had had her lunch.
- 8) They have been absent from class all week.

**Задание 7. Замените в следующих предложениях действительный залог страдательным. Переведите предложения на русский язык:**

*Образец:* They developed a new method of teaching.

*A new method of teaching was developed by them. –*

*Новый метод обучения был разработан ими.*

- 1) The audience enjoyed the concert very much.
- 2) The little boy ate the cake.
- 3) The teacher corrects our exercises at home.
- 4) They started a dancing class last week.
- 5) Everybody will see this film soon.
- 6) The teacher returned our written work to us.
- 7) Mr. Smith will leave the tickets at the box-office.
- 8) The students translate texts during the lessons.

**Задание 8. Замените в следующих предложениях страдательный залог действительным. Переведите предложения на русский язык:**

*Образец:* This letter was written by John.

*John wrote this letter.*

*Джон написал это письмо.*

- 1) The entire city was destroyed by the fire.
- 2) The lecture was attended by many people.
- 3) The book will be published in spring.
- 4) The class is taught by Mr. Smith.
- 5) It was designed by a French engineer.
- 6) This book is always read by the students of the first course.
- 7) The letter was left on the table.
- 8) The house was struck by lightning.

**Задание 9. Найдите в предложениях формы Participle I и Participle II.**

**Переведите на русский язык:**

1. A smiling girl. 2. A swimming man. 3. The men building our house with me are my friends. 4. Translating the article he consulted the dictionary. 5. My sister likes boiled eggs. 6. We stopped before a shut door. 7. Tied to the tree, the goat could not run away. 8. They saw overturned tables and chairs and pieces of broken glass all over the room. 9. This is a church built many years ago. 10. The books written by Dickens give us a realistic picture of the 19<sup>th</sup> century England.

**Задание 10. Выберите из скобок требующуюся форму причастия:**

1. The girl (writing, written) on the blackboard is our best pupil.
2. The house (surrounding, surrounded) by tall trees is very beautiful.
3. Who is that boy (doing, done) his homework at that table?
4. The floor (washing, washed) by Helen looked very clean.
5. We listened to the girls (singing, sung) Russian folk songs.
6. Do you know the girl (playing, played) in the garden?
7. The book (writing, written) by this scientist is very interesting.
8. Translate the words (writing, written) on the blackboard.
9. We could not see the sun (covering, covered) by dark clouds.

10. The (losing, lost) book was found at last.
11. (Going, gone) along the street, I met Mary and Ann.
12. Read the (translating, translated) sentences once more.
13. Name some places (visiting, visited) by you last year.
14. I picked up the pencil (lying, lain) on the floor.
15. She was reading the book (buying, bought) the day before.

**Задание 11. Раскрывая скобки, напишите каждое предложение два раза, образуя условные предложения 1 и 2 типов.**

*Образец:*

If I (*to see*) her, I (*to be*) glad.

If I *see* her, I *shall be* glad.

If I *saw* her, I *should be* glad.

1. If you (*to be*) busy, I (*to leave*) you alone.
2. If my friend (*to come*) to see me, I (*to be*) very glad.
3. If mother (*to buy*) a cake, we (*to have*) a very nice tea party.
4. If we (*to receive*) a telegram from him, we (*not to worry*).
5. If you (*not to work*) systematically, you (*to fail*) the exam.
6. If I *to live* in Moscow, I (*to visit*) the Tretyakov Art Gallery every year.
7. If I (*to get*) a ticket, I (*to go*) to the Philharmonic.
8. If I (*to live*) near a wood, I (*to gather*) a lot of mushrooms.

**Задание 12. Раскройте скобки, употребляя глаголы в требуемой форме.**

1. If he were not such an outstanding actor, he (*not to have*) so many admirers.
2. If you (*to give*) me your address, I shall write you a letter.
3. If she (*not to be*) so absent-minded, she would be much better student.
4. If my sister does not go to the south, we (*to spend*) the summer in Saint Petersburg together.
5. If you (*not to get*) tickets for the Philharmonic, we shall stay at home.
6. If you were not so careless about your health, you (*to consult*) the doctor.
7. I should be delighted if I (*to have*) such a beautiful fur coat.
8. If it (*to rain*), we shall have to stay at home.
9. If it is not too cold, I (*not to put*) on my coat.
10. If he (*not to read*) so much, he would not be so clever.

**Задание 13. Переведите предложения на русский язык и определите время в выделенных глагольных формах (*Present Simple, Present Continuous, Present Perfect, Past Simple, Past Continuous, Past Perfect, Future Simple*).**

1. I **didn't play** tennis last week.
2. He **helps** his father very often.
3. We **are not drinking** coffee now.
4. He **was playing** the piano from 5 till 8 yesterday.
5. By 9 o'clock she **had washed** the dishes.
6. They **have** already **arrived**.
7. Next week I **will be** 25.

8. My friend **was** in Japan last summer.

**Задание 14. Раскройте скобки, употребляя глаголы в нужном времени (Present Simple, Present Continuous, Present Perfect, Past Simple, Past Continuous, Past Perfect, Future Simple).**

1. When my father (to come) home yesterday, I (to have) dinner.
2. I (never/ be) to the USA.
3. My sister (to write) an essay now.
4. You (to go) to school on Sundays?
5. We (not to dance) every day.
6. I (to go) to bed at ten o'clock tomorrow.
7. He (not to go) to the cinema tomorrow.
8. You (to watch) TV yesterday?
9. By 8 o'clock the rain (to stop).
10. Alice was late because she (to miss) the bus.
11. What you (to do) now? — I (to wash) the dishes.
12. He (to work) at the factory before he entered the college.
13. Oh, no! I (lose) my money!
14. What you (to do) at three o'clock yesterday? — I (to have) dinner.
15. Brad (live) in Chicago since 1998.

**Задание 15. Письменно переведите 1, 2 и 3 абзацы текста. Выполните задание после текста.**

### **Advertising**

Businesses need to advertise. If they didn't advertise no one would even learn of the existence of their wares. In part, advertising is aimed at conveying information to potential customers and clients, but it is also used to persuade public to buy. This is the area in which advertising is often criticized. Advertisements are sometimes misleading. Although it is illegal for advertisers to make untrue statements about their goods, services or prices, they still make their wares seen unduly attractive. They pander to our egos and our vanities. They create a demand which would not otherwise exist. It is easy to say, "I'm not influenced by the adverts!" Everyone is influenced to a certain extent.

There was recently some research on subliminal advertising. The word "coffee" was flashed on to the television screen. It happened so quickly that no one was aware it had happened. For just a fraction of a second it registered on the viewers' subconscious. The result? A surprising number of people chose to make coffee at that precise moment. Of course, it could have been a coincidence but it was highly unlikely.

Yet, for the typical manufacturer advertising is a form of insurance. The nature and extent of consumer's needs have to be constantly assessed. If the needs are overestimated it is possible, through advertising, to soak up the surplus goods which have been produced. As a demand for a product sags, it can be stimulated. There are all sorts of useful byproducts. Without the possibility of advertising, workforces would have to be laid off when sales fell. The warehouses would become overfilled and stocks would deteriorate, perhaps even becoming obsolete.

Advertising goes far beyond television and hoardings, newspapers and magazines. The manager of a clothes store is advertising by putting models wearing the store's clothes in the window. A bicycle manufacturer is advertising when he sends a new price-list through the post to his retailers. How could trading be carried on without such devices?

Some would even go so far as to say that advertising actually enriches our lives. Commercial television is able to provide us with free programs thanks to its advertising revenues. National newspapers drive much of their revenue from advertising. Look at a typical newspaper and you will discover the proportion of the pages devoted to advertisements. We also have advertisers to thank for the free color supplements accompanying the Sunday newspapers.

**Ответьте на следующие вопросы к тексту:**

1. What is meant by informative advertising?
2. Why is persuasive advertising criticized?
3. What is subliminal advertising?
4. What should be done to counter a fall in sales?
5. How does advertising help the workforce?

**Тест №2**

1. If I fail my exams, I \_\_\_\_\_ to take them again in the autumn.
  - a) have
  - b) have had
  - c) will have
2. Most computers \_\_\_\_\_ in Asia.
  - a) make
  - b) were make
  - c) are made
3. If I \_\_\_\_\_ a lot of money, I \_\_\_\_\_ go on holiday.
  - a) had, will
  - b) had, would
  - c) would have, would
4. When I woke up, everybody \_\_\_\_\_.
  - a) already left
  - b) had already left
  - c) would left
5. Where's the dog? It \_\_\_\_\_ in the garden.
  - a) is playing
  - b) play
  - c) plays
6. He \_\_\_\_\_ a new job recently.

- a) has found
- b) found
- c) have found

7. Peter \_\_\_\_\_ when the phone rang.

- a) was sleeping
- b) slept
- c) were sleeping

8. Football \_\_\_\_\_ all over the world.

- a) is played
- b) plays
- c) is plays

9. If I \_\_\_\_\_ you, I wouldn't accept the proposal.

- a) were
- b) would
- c) would be

10. When they arrived at the football stadium, the game \_\_\_\_\_.

- a) started already
- b) had already started
- c) has already started

11. Oh! I can't find my purse. Somebody \_\_\_\_\_ it!

- a) stole
- b) has stolen
- c) have stolen

12. They \_\_\_\_\_ yet.

- a) didn't arrive
- b) haven't arrived
- c) haven't arrive

13. English \_\_\_\_\_ all over the world.

- a) are spoken
- b) is spoken
- c) is spoke

14. This ancient statue \_\_\_\_\_ of marble.

- a) was made
- b) was make
- c) were made

15. We can't go out now. \_\_\_\_\_

- a) It rains.



- b) It's raining.  
c) It raining.
16. She usually \_\_\_\_ to bed at about 11.30.
- a) go  
b) goes  
c) going
17. Kevin can't answer the phone now. He \_\_\_\_ a shower.
- a) is having  
b) has  
c) having
18. When I looked out of the window, it \_\_\_\_ .
- a) was raining  
b) rained  
c) were raining
19. I \_\_\_\_ to the café if you pay for me.
- a) come  
b) will come  
c) would come
20. If I were you I \_\_\_\_ Jill to the party.
- a) will invite  
b) would invite  
c) invited
21. If they \_\_\_\_ enough money this summer, they will take a trip to France.
- a) will have  
b) have  
c) had
22. I \_\_\_\_ in England ten years ago.
- a) did stayed  
b) stayed  
c) have stayed
23. What \_\_\_\_ at ten o'clock when I phoned?
- a) did you do  
b) you were doing  
c) were you doing
24. She \_\_\_\_ dinner before her husband came home.
- a) cooks

b) had cooked

c) cooked

25. When Mary arrived home, they discovered that someone \_\_\_\_ into their house.

a) break

b) broke

c) had broken

26. I \_\_\_\_ just this chair. Don't sit on it!

a) have painted

b) painted

c) had painted

27. Look! Jim \_\_\_\_ himself!

a) cooked

b) cooks

c) is cooking

28. If he could afford to go abroad he \_\_\_\_ Italy.

a) will choose

b) would choose

c) chose

29. If they \_\_\_\_ on time, we'll be late for the train.

a) won't come

b) don't come

c) not come

30. \_\_\_\_ the shopping last weekend?

a) Did you

b) Did you do

c) You did

## Тексты для дополнительного чтения

### Текст 1: GRAPHICS AND DESIGN

#### Types of graphics software

Computer graphics are pictures created, changed or processed by computers. There are two categories.

1. **Bitmapped graphics** represent images as **bitmaps**; they are stored as pixels and can become a bit distorted when they are manipulated. The density of dots, known as the resolution and expressed in dots per inch, determines how sharp the image is.
2. **Vector graphics** represent images as mathematical formulae, so they can be changed or scaled without losing quality. They are ideal for high-resolution output.

**There are different types of graphics software.**

■ **Image manipulation programs** let you edit **your** favourite images. For example, you can scan a picture into your PC or transfer a photo from your camera and then add different effects, or **filters**.

■ **Painting and drawing programs**, also called **illustration packages**, offer facilities for freehand drawing, with a wide choice of pens and brushes, colours and patterns. One example is *Windows Paint*.

■ **Business graphics programs**, also called **presentation software**, let you create pie charts, bar charts and line graphs of all kinds for slide shows and reports. You can import data from a database or spreadsheet to generate the graphs.

■ **Computer-aided design (CAD)** is used by engineers and architects to design everything from cars and planes to buildings and furniture. First they make a **wireframe**, a drawing with edges and contour lines. Then if they want to colour the objects and add texture, they create a surface for the object; this is called “filling the surface”. Finally, the design is **rendered** to make the object look realistic. **Rendering** is a process that adds realism to graphics by using shading, light sources and reflections.

■ **Desktop publishing (DTP)** is based around a page layout program, which lets you import text from a word processor, **clip-art** (ready-made pictures) from graphics packages, and images from scanners or cameras, and arrange them all on a page. It is used to design and publish books, newspapers, posters, advertisements, etc.

■ **Digital art, or computer art**, is done with applets that use mathematical formulae to create beautiful bright shapes called fractals. A **fractal** is a geometrical figure with special properties, e.g. the Koch snowflake or the Mandelbrot set. Fractals can also be used to model real objects like clouds, coastlines or landscapes.

■ **Computer animation** uses graphics programs (e.g. digital cartooning systems) to create or edit moving pictures. Each image in a sequence of images is called a “frame”.

■ **Geographic information systems (GIS)** allow cartographers to create detailed maps.

**Заполните пропуски словами из рамки.**

wireframe	rendering	bitmap	filters	fractals	clip-art
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1. Painting programs work by giving a colour to each pixel in an image, creating a ... Unlike vector graphics, the image is a single layer, so once something is painted, it becomes part of the whole picture.
2. In painting programs and image editors, ... are special effects that can be applied to a picture, including drop shadows, textures, distortions, etc.
3. The ... model is the simplest interpretation of a true three-dimensional object. Here the object is represented by its edges and contours and is therefore similar in form to a normal engineering drawing or sketch.
4. ... adds textures to each surface, and generates realistic reflections, shadows and highlights.
5. Most illustration packages come with a bundle of resources that include ready-made ... images and a selection of fonts.
6. ... are geometrical patterns that are repeated at a small scale to generate irregular shapes, some of which are similar to objects in nature.

## Текст 2: TYPES OF ACCOMMODATION

The hotels and catering industry is often treated separately from the tourist industry, and certainly the training for both is very distinct. Its primary function is to provide tourists with accommodation and, to a lesser degree, food. So it is often referred to as the hospitality industry. The hospitality, tourism and leisure industries have become increasingly important in terms of economies and employment throughout the world.

Travel and hotels have always been closely related. In Europe and America, **inns** and **taverns** were spaced along the roads at the distance a horse could travel in a day. The traveller usually had to share his bed with another person, and as many as four other persons in some remote areas. The old-fashioned inns, however, did provide food and shelter for both men and horses and therefore became a symbol for hospitality. Indeed, the word **inn** has been used recently by many modern **hotels** and **motels**.

A **hotel** is a temporary home for people who are travelling. In a hotel the traveller can rest and have meals, either on the premises or nearby. The hotel may also offer facilities for recreation, such a swimming pool, a golf course, or a beach. Very often the hotel so provides free space for the traveller's means of transportation.

All of these services are designed to accommodate the traveller, so the hotel business is often referred to as **the accommodations industry**.

The word **motel** was created by combining "**motor**" and "**hotel**". When automobiles were first used for travelling, flimsy and inexpensive **tourist cabins** were built along the roads. Then, as people demanded greater comfort, the cabins were replaced by **tourist courts** and then by the modern motel, offering services comparable to the traditional hotels.

All hotels do not serve the same clientele, that is, the same kind of guests. It is possible to place hotels in four broad categories.

The first is **the commercial hotel**, which provides services essentially for transients, many of them travelling on business. Many city hotels and motels fall into this group.

The second category is **resort hotels**. They are located in vacation areas and often provide recreational facilities of their own as well.

A third type of hotel aims its services largely **at the convention trade**. Conventions are meetings of various business or professional groups held on a regular basis.

The fourth category is **resident hotels**. People who do not wish to keep house themselves can rent accommodations on a seasonal basis or even permanently in many hotels.

No firm distinction exists between the different kinds of hotels. In large cities one hotel may offer all types of service.

Even a small motel may have **banquet rooms** and meeting rooms in addition to its accommodations for transients. Many resort hotels are also designed with complete convention facilities.

Another way of categorizing hotels is by the quality of service they offer.

At the top are **the luxury hotels**, which generally offer their guests the greatest comfort and convenience possible. At the bottom are those that provide merely a place to sleep. In between these two extremes are establishments offering a wide range of service and comfort.

A system for rating hotels according to quality is widely used in France and other countries. This system puts the top hotels in a special "deluxe" category, with others receiving from five stars to one star. The standard features include private bathrooms, room telephones, recreational facilities and so on.

The difference in quality between hotels is not entirely a matter of equipment or furnishings. The proportion of employees to guests and/or guest rooms is also a matter of prime importance. In general, the accommodations industry is labour intensive, that is, it employs a large number of people to perform its services. In a luxury hotel, there may be three employees for every guest room. In a large commercial hotel in a big city, the ratio is usually closer to one employee per guest room.

A small motel, family-owned and operated, may have only three employees per ten rooms and hire a maid to do the housekeeping chores. Obviously, the services offered by a small hotel will be far more restricted than those provided by a luxury hotel. A hotel that prides itself on its quality of service also maintains high standards of performance.

### Переведите на английский:

1. Основная функция гостиниц – обеспечить туристов и деловых людей местом для проживания, едой и всеми необходимыми условиями.
2. Существуют разные виды гостиниц, и они классифицируются по разным признакам.
3. Люди, которые имеют возможность заплатить, требуют больше комфорта во время путешествий.
4. Гостиницы предлагают своим гостям также условия для отдыха, занятий спортом, семейных встреч и другие развлечения.
5. Гостиницы в больших городах и в курортной местности сталкиваются с разными запросами своих клиентов, но не существует жесткого разделения между разными видами гостиниц, потому что все они предназначены для удовлетворения потребностей своих постояльцев.
6. Гостиницы классифицируются по разным признакам, но в основе любой классификации лежит качество услуг и удобства, предоставляемые постояльцам.
7. Разные люди предпочитают разные условия проживания, но все они предполагают, что в гостинице можно получить какое-то питание.

8. Дружелюбное отношение обслуживающего персонала и высококвалифицированное обслуживание определяют отношение постояльцев к той или иной гостинице.

### **Текст 3: Market failure**

Pollution can be a simple example of market failure. If costs of production are not born by producers but are by the environment, accident victims or others, then prices are distorted.

The term "market failure" encompasses several problems which may undermine standard economic assumptions. Although economists categorize market failures differently, the following categories emerge in the main texts.

Natural monopoly, or the overlapping concepts of "practical" and "technical" monopoly, is an extreme case of failure of competition as a restraint on producers. The problem is described as one where the more of a product is made, the greater the unit costs are. This means it only makes economic sense to have one producer.

Information asymmetries arise where one party has more or better information than the other. The existence of information asymmetry gives rise to problems such as moral hazard, and adverse selection, studied in contract theory. The economics of information has relevance in many fields, including finance, insurance, contract law, and decision-making under risk and uncertainty.

Incomplete markets is a term used for a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly. Based on George Akerlof's article, the paradigm example is of a dodgy second hand car market. Customers without the possibility to know for certain whether they are buying a "lemon" will push the average price down below what a good quality second hand car would be. In this way, prices may not reflect true values.

Public goods are goods which are undersupplied in a typical market. The defining features are that people can consume public goods without having to pay for them and that more than one person can consume the good at the same time.

Externalities occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices. For example, air pollution may generate a negative externality, and education may generate a positive externality (less crime, etc.). Governments often tax and otherwise restrict the sale of goods that have negative externalities and subsidize or otherwise promote the purchase of goods that have positive externalities in an effort to correct the price distortions caused by these externalities. Elementary demand-and-supply theory predicts equilibrium but not the speed of adjustment for changes of equilibrium due to a shift in demand or supply.

In many areas, some form of price stickiness is postulated to account for quantities, rather than prices, adjusting in the short run to changes on the demand side or the supply side. This includes standard analysis of the business cycle in macroeconomics. Analysis often revolves around causes of such price stickiness and their implications for reaching a hypothesized long-run equilibrium. Examples of such price stickiness in particular markets include wage rates in labour markets and posted prices in markets deviating from perfect competition.

Macroeconomic instability, addressed below, is a prime source of market failure, whereby a general loss of business confidence or external shock can grind production and distribution to a halt, undermining ordinary markets that are otherwise sound.

Some specialized fields of economics deal in market failure more than others. The economics of the public sector is one example, since where markets fail, some kind of regulatory or government programme is the remedy. Much environmental economics concerns externalities.

Policy options include regulations that reflect cost-benefit analysis or market solutions that change incentives, such as emission fees or redefinition of property rights.

### 1. Соотнесите слова и их определения.

1. insurance	a. money provided by a bank or other institution to help buy or do something
2. finance	b. protection against something bad happening
3. decision-making	c. someone who buys goods or services
4. customer	d. an advantage, improvement, or help that you get from something
5. benefit	e. the process of making important decisions

### 2. Переведите следующие слова и выражения на английский язык.

1. рыночная цена	6. внешние факторы экономической деятельности
2. совершенная конкуренция	7. естественная монополия
3. государственный сектор	8. рыночная неэффективность
4. негибкость цены	9. несовершенный рынок
5. общественные товары (блага)	10. издержки производства

### 3. Переведите следующие слова и выражения на русский язык.

1. external shock	6. business cycle
2. macroeconomic instability	7. undermine markets
3. wage rates	8. consumption
4. information asymmetry	9. restraint on producers
5. second hand car market	10. good quality

### 4. Выберите правильный вариант ответа.

1. .... is a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly.

- a) business cycle    b) competition    c) incomplete market

2. .... occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices.

a) emission fees      b) externalities      c) wage rates

3. .... is a prime source of market failure.

a) macroeconomic instability   b) consumption   c) restraint on producers

4. .... arise where one party has more or better information than the other.

a) information asymmetries   b) external shocks   c) restraint on producers

5. .... are goods which are undersupplied in a typical market.

a) private goods      b) personal goods      c) public goods

## **5. Ответьте на вопросы.**

1. When does market failure happen?

2. What is information asymmetry?

3. What is cost-benefit analysis?

4. What are public goods?

5. What is incomplete market?