**методические указания и задания к самостоятельным работам МАГИСТРАНТА**

# СРС # 1

**1. Translate the following sentences into Russian.**

1. In economic terms, a good is a physical object that can be purchased.
2. The need for making choices arises from the problem of scarcity.
3. Resources that can be used to produce goods and servic­es are called factors of prod uction.
4. A natural resource is considered a factor of produc­tion only when it is used to produce goods and to pro- vide services,
5. Economists make an important distinction between capital goods and consumer goods.
6. Technological advances in the computer industry, for example, have increased efficiency in the workplace.

**2. Fill the gaps in the sentences below with the words and expressions from the box. There are two expressions which you don't need to use.**

**producers, factors of production, human resource, technology, wants, service, capital resources, consumer goods, entrepreneur, economics**

1. The study of the choices people make in a effort to sat­isfy their wants and needs is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .
2. A \_\_\_\_\_\_\_\_\_\_\_ is an action or activity done for others for a fee.
3. The people who make the goods and provide services that satisfy consumers wants and needs are called \_\_\_\_\_\_\_\_\_.
4. Resources that can be used to produce goods and services are called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
5. The money and capital goods that are used to produce consumer products are called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
6. The use of science to create new products or more efficient ways to produce products is called \_\_\_\_\_\_\_\_\_\_\_\_\_.
7. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a person who attempts to start a new business or introduce a new product.

**3. Find English equivalents for the following Russian expressions and words.**

1. движущая сила n роизводства

2. природные богатства

3. кадры

4. выживание

5. открыть новое дело/бизнес

6. за плату

7. товары народного потребления

8. средства производства

9. технический прогресс

10. внедрить новый продукт

**4. Translate the following sentences.**

1. Термин «продукт» часто используется для названия как товаров, так и услуг.

2. Экономисты обычно классифицируют товары и услу¬ги, которые необходимы для выживания, как жиз¬ненно необходимые.

3. Любое человеческое усилие, прилагаемое в произ¬водственном процессе, рассматривается как людские резервы.

4. Цель предпринимательства - создать новый продукт или новые факторы производства и таким образом создать что-либо, имеющее ценность.

5. Поскольку посыльный использует велосипед для до¬ставки, чтобы обеспечить услуги, велосипед рассмат¬ривается как средство производства.

6. Дефицит существует потому, что потребности и же¬лания людей больше, чем имеющиеся в наличии ре¬сурсы для их удовлетворения

# СРС # 2

**1. Answer the questions after reading the text “Economic Interdependence And International Trade” of the Lection 2.**

1. What does the term 'international trade' denote?

2. What concepts are at the basis of international trade? 3 What does absolute advantage mean?

4. What does comparative advantage mean?

5, Can you explain the difference between absolute and comparative advantage?

**2. Say if the statements are true or false. Prove your point after reading the text “Economic Interdependence And International Trade” of the Lection 2.**

1. The term international trade denotes the voluntary exchange of goods and services between people in dif¬ferent nations.

2. Absolute advantage means that using the same resources one nation can produce a product at a higher cost than can a second nation.

3. At the basis of international trade are the concepts of specialization and economic interdependence.

4. Comparative advantage is the disadvantage that arises from the inability to produce a product at a lower opportunity cost relative to other products.

5. By specializing in the production of the product it can produce most efficiently, each nation is able to make the best use of its available resources.

3**. Complete the following sentences by choosing the one correct variant (a, b or c) that best completes the sentence after reading the text “Economic Interdependence And International Trade” of the Lection 2**.

1. At the basis of international trade are the concepts of \_\_\_\_\_\_\_\_\_.

a. well-developed means of production

b. specialization and economic interdependence

c. well-tapped natural resources

2. A nation's absolute advantage is measured in relation to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. natural resources

b. means of production

c. other nations

3. A nation's comparative advantage is measured in relation to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. all the goods and services the nation pro¬duces

b. voluntary exchange of goods

c. labor force

4. Brazil enjoys an absolute advantage over the United States in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. coal production

b. coffee production

c. steel production

5. The United States enjoys an absolute advantage over Brazil in the production of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. manufactured foodstuffs

b. convenience goods

c. manufactured goods

# СРС # 3

**1. Translate the following words and word combinations or find Russian equivalents.**

1. to provide for material wants

2. to satisfy society's desire for social welfare

3. to set very definite and clear aims

4. to provide professional services

5. small retail stores

6. real estate firms

7. to formulate a written agreement

8. the distribution of profits and losses

9. specific responsibilities

10. to hire workers

11. to pay taxes

12. to invest in the business

13. short-term aim

14. public relations departments

15. board of directors

**2. Translate the following sentences into Russian.**

1. Organizations are established to meet wants in society,

2. The aims of an organization are normally decided by the board of directors.

3. A business owned and controlled by one person is called a sole proprietorship.

4. A partnership is a business that is owned and con¬trolled by two or more people.

5. A partnership contract outlines the distribution of profits and losses.

6 A corporation is owned by stockholders.

7. Stockholders invest in a corporation i n order to make a profit.

8. Profitability is the main aim of any business organ¬ization.

9. Shareholders and employees benefit from the growth of the company. 10. A number of companies have public relations depart-ments to improve the image of the company.

**3. Fill the gaps in the sentences below with the words and expressions from the box. There are two expressions, which you don't need to use.**

*public at large, shares, closed corporation, distribution, material wants, invest, social welfare, make a profit, limited, provision, commercial wants*

1. Private businesses are formed mainly to provide for \_\_\_\_\_\_\_\_\_\_(i.e., goods and services) and \_\_\_\_\_\_\_\_\_\_\_\_ (i.e., banking, insurance) in society.

2. Government organizations, on the other hand, tend to satisfy society's desire for defence, law and order, education and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

3. Every organization has very definite and clear aims: to stay in business and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

4. Partnership can be general or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5. A partnership contract includes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_for adding or dropping partners and dlssol ving the partnership.

6. A \_\_\_\_\_\_\_\_\_\_\_\_\_is owned by a limited n umber of shareholders.

7. A publicly owned corporation allows its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be purchased by anyone who chooses to in vest in the business.

8. The image of the com pany which means how the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ views a company can be particularly important.

**4. Find English equivalents for the following Russian expressions and words.**

1. удовлетворять потребности

2. социальное обеспечение

3. получать прибыль

4. правление (совет директоров)

5. распределение прибылей и убытков

6. вкладывать деньги в бизнес

7. извлекать пользу из

8. широкий круг людей

9. отдел по связям с общественностью 10. конкурентоспособный

**5. Translate the following sentences from Russian into English.**

1. Организации создаются для того, чтобы удовлетво¬рять потребности общества.

2. Правительственные организации удовлетворяют потребности общества в защите, законе и порядке, образовании и социальном обеспечении.

3. Организации ставят перед собой определенные и четкие цели, например — получать прибыль.

4. Акции - это сертификаты на право собственности в корпорации.

5. Акционеры - это лица, которые вкладывают сред¬ства в корпорацию путем приобретения пакета ак¬ций.

6. Многие врачи, юристы, пекари, дантисты организу¬ют индивидуальные части ые п редприятия для пред¬оставления профессиональных услуг.

7. Товарищество - бизнес, которым владеют и управ¬ляют двое или более человек.

8. Чтобы избежать конфликтов, партнеры обычно за¬ключают письменное соглашение, называемое дого¬вором о сотрудничестве.

9. Корпорации имеют право приобретать собствен¬ность и ресурсы, нанимать рабочих, заключать кон¬тракты.

10. Рост и развитие фирмы - это единственный путь, чтобы гарантировать ее выживание.

# СРС # 4

**1. Answer the questions after reading the text of the 4th lection.**

1. What is the most common way of joining businesses?

2. What are the main three types of mergers?

3. When was the Standard Oil Trust formed?

4. Can you name the most productive vertical combination?

5. Why is ITT considered the classic example of a conglomerate?

6. What are the advantages of combinations?

7. W hat are the disadvantages of combinations?

**2. Say if the statements are true or false. Prove your point.**

1. A merger between two or more companies that produce the same good or service or dominate one phase of the production of a good is a horizontal combination.

2. The United States Steel Corporation was the first bil¬lion-dollar horizon tal combination.

3. A merger between two or more companies that are involved in different phases of the production of the same good or service is a vertical combination.

4. The Standard Oil Company provides a classic example of a vertical combination.

5. A merger between two or more companies producing or marketing different products is a conglomerate combi¬nation.

6. Buying additional an existing business is much more expensive than building new plants, hiring new employees and acquiring additional capital in order to expand.

7. In most mergers, the acquiring corporation obtains additional capital resourses, experience management and employees.

**3. Complete the following sentences by choosing the one correct variant (a, b or c) that best completes the sentence.**

1. Horizontal and vertical combinations have been com¬mon since \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. the mid-1960s

b. the mid -1970s

c. the mid-1800s

2. Multibillion-dollar corporate mergers occurred \_\_\_\_\_\_\_\_\_\_\_\_.

a. in the mid-1970s

b. in the mid 1980s

c. in the mid-1960s

3. The classic example of a conglomerate is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. the International Telephone and Telegraph Corporation

b. the Standard Oil Company

c. the United States Steel Corporation

4. One of me major business advantages of corporate mergers is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. worker satisfaction

b. efficiency

c. production facilities

5. One of the major disadvantages of corporate mergers for consumers is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. decreased efficiency and profits

b. increased competition in the marketplace

c. decreased competition in the marketplace

6. The increased size of merged corporations often makes it possible\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. to borrow more capital

b. to hire new employees

c. to build new plants

7. The lack of competition in the market place may result in\_\_\_\_\_\_\_\_\_\_\_\_.

a. additional capital resourses

b. higher prices for consumers

c. increased production efficiency

# СРС # 5

**1. Translate the following words and word combinations or find Russian equivalents.**

1. market research

2. market research department

3. single-use consumer goods

4. consumer durable products

5. primary information

6. secondary information

7. desk research

8. field research

9. develop forecasts

10. propose strategies

11. interpret data

12. availability of credit.

13. total market demand

14. costs of production

15. age distribution

**2. Translate the following sentences into Russian.**

1. A market can be defined as any form of contact between buyers and sellers for the purpose of buying and selling goods and services.

2. It has been established that social position and occupa¬tion often determine consumers' buyi ng habits.

3. Gathering information from a variety of sources, such as governmen t statistics and business and trade publi¬cations is called desk research.

4. The total market demand will be influenced by the size and age distribution of the population and government policy.

5. Consumer research can be carried out by the Market Research Centers which specialize in providing this service for manufacturing companies.

**3. Fill the gaps in the sentences below with the words and expressions from the box. There are two expressions, which you don't need to use.**

***forecasts, consumer durable, supply, purchase, con¬sumer profile, single-use, demand, product-oriented firm, price, consumer requirements***

1. The\_\_\_\_\_\_\_\_\_\_\_for a product is the amount of a goodthat people are willing to buy over a given time period at a particular price.

2. The quantity of goods and services that producers offer at each price is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

3. Food is an example of a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ consumer good.

4. Cars, TVs, microwave ovens and compact disc players are called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products.

5. In a market-oriented fi rm one of the functions of marketing department is to find out\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

6. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_first produces a product and then tries tosell it in the hope that the consumer will buy it.

7. Market researchers try to build up a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, i.e. theage, sex, occupation and location of its consumers .

8. Market Research Departments develop \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ofconsumer motivations and buying habits.

**4. Find English equivalents for the following Russian expressions and words.**

1. потребности потребителя

2. спрос

3. предложение

4. местный рынок

5. международный рынок

6. ориентированный на рынок

7. ориентированный на продукцию

8. кампания по организации и стимулированию сбыта

9. покупательские привычки

10. прогноз

11. покупка в рассрочку

12. профиль потребителя

13. исследование потребителя

14. расширение границ рынка

15. покупка в кредит

**5. Translate the following sentences from Russian intoEnglish.**

1. Покупатели - это люди, желающие приобрести товары и услуги.

2. Продавцы - это люди, желаюшие продать товары и услуги.

3. Рынки могут быть местными, национальными или даже международными.

4. Опрос потребителей об их вкусах и предпочтениях называется «исследование на местах».

5. На спрос воздействуют такие факторы, как индивидуальные вкусы потребителей, размер их дохода, реклама и цена продукции.

# СРС # 6

**1. Answer the questions of the lecture 6**.

1. Under what conditions does competition occur?

2. What is the difference between perfect competition and pure monopoly?

3. What is the goal of a company in purely competitive market structure?

4. What types of pure monopoly are considered beneficial for the state?

5. Why does the government give the utility companies exclusive rights?

**2. Say if the statements are true or false. Prove your point.**

l. Both perfect competition and pure monopoly have many sellers of the same product.

2- Most government monopolies tend to provide goods or services that enhance the general welfare.

3. Perfect competition exists when a single firm controls the total production or sale of a good or service.

4. Pure monopoly exists when there are many buyers and sellers, none of whom control prices.

5. The goal of any seller is to attract enough buyers to his product in order to earn a profit.

6. In a purely competitive market structure one firm is the sole producer or seller of a good or service.

7. Tublic utilities are the leading examples of geographic monopolies.

8. Firms and individuals apply for patents to protect their technological discoveries.

**3. Complete the following sentences by choosing the one correct variant (a, b or c) that best completes the sentence.**

1. The most competitive type of industry is that with \_\_\_\_\_\_\_\_\_\_\_.

a. pure monopoly

b. perfect competition.

c. total production

2. Buyers must have \_\_\_\_\_\_\_\_\_\_\_ to information on the products and prices available.

a. easy access

b. demand

c. supply

3. Monopolies often advertise their product or service to \_\_\_\_\_\_\_\_.

a. make a profit

b. control prices

c. promote the company's image.

4. The government gives utility companies the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to provide service in a specific geographic region.

a. copyright

b. exclusive right

c. huge income

5 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ encourage firms to invest in the research and development of new products and production techniques. .

a. patent laws

b. buyers and sellers

c. consumers

# СРС # 7

**1. Translate the following words and word combinations or find Russian equivalents.**

1. consumer" s preference

2. pricing policy

3. the four Ps

4. launch

5. lack of competition

6. company's strengths and weaknesses

7. opportunities and threats of the market

8. the length of the payment period

9. point of sale

10. distribution channel

**2. Translate the following sentences into Russian.**

1. The promotion includes advertising, personal selling, and sales promotion.

2. The marketing of a product implies considering such aspects as its quality, features, brand name and pack¬aging.

3. SWOT analysis is used to discover strengths and weak¬nesses of the company and to show opportunities and threats of the market.

4. The product life cycle is a period of time over which a product appeals to customers.

5. Place includes such factors as distribution channels, coverage of the market, and location of retail outlets.

6. When deciding on its pricing policy a firm considers list prices, discount for bulk-buying and interest free credit.

**3. Fill the gaps in the sentences below with the words and expressions from the box. There are two expressions, which you don't need to use.**

*distribution, demand, advertising, needs, opportunities, place, price, products, product-oriented, profitably, promotion, competitive, service, satisfy, strengths, threats, weaknesses, product*

1. What is marketing? Marketing is the creative process of satisfying customer needs \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

2. What is 'the marketing mix'? It consists of the four Ps, providing the customer with the right \_\_\_\_\_\_\_\_\_\_\_ at the right \_\_\_\_\_\_\_, presented in the most attractive way (\_\_\_\_\_\_\_\_\_) and available in the easiest way ( \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ).

3. What is 'a product’? A product is not just an assem¬bled set of components: it is something customers buy to \_\_\_\_\_\_\_\_\_\_\_\_\_\_ a need they feel they have. The image and the design of the product are as important as its speci¬fication .

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 cus¬tomers through \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (TV commercials, posters, etc), packaging (design, labels, etc), publicity, P.R. and personal selling.

6. What is 'place'? Your product must be available to customers through the most cost-effective channels of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. A consumer product must be offered to customers in suitable retail shops, or available on hire purchase.

7. What is meant by 'SWOT'? A firm should be aware of its \_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_ and the \_\_\_\_\_\_\_\_\_\_\_ and\_\_\_\_\_\_\_\_\_\_\_\_\_ it faces in the market place.

8. Why are firms becoming more customer-oriented and less \_\_\_\_\_\_\_\_\_\_\_\_?

9. New products must be created to meet the changing patterns of customers' \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

10. A firm can't rely on the success of its existing range of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The customer and his or her needs must come first.

**4. Find English equivalents for the following Russian expressions.**

1. предвосхищать потребности потребителя

2. удовлетворять потребности потребителя

3. распознавать потребности потребителя

4. соответствовать предпочтениям потребителя

5. маркетинговая смесь

6. приспособить существующие товары

7. беспроцентный кредит

8. назначить цену

9. дешево и добротно

10. дешево и некачественно

**5. Translate the following sentences from Russian into English.**

1. Маркетинговая смесь различается в зависимости от вида продаваемого товара.

2. Четыре «пи» - товар, цена, продвижение, место могут сочетаться различны м образом.

3. Низкая цена может вызвать у потребителей подозрение.

4. Если цена товара выше, это означает, что качество товара выше.

5. Фирма обычно предоставляет скидку на оптовые за¬купки.

6. Выпуск нового товара на рынок обычно требует мно¬го рекламы.

# СРС # 8

**1. Answer the questions of the lecture 8.**

1. What are the main objectives of marketing manage¬ment?

2. What are the five competing concepts of marketing?

3. What is the main difference between the production concept and the product concept?

4. In what areas can the selling concept be practiced?

5. Why are the selling concept and marketing concept fre¬quently confused?

6. What does the societal marketing concept call for?

**2. Say if the statements are true or false. Prove your point**.

1. The production concept is a proper strategy when the demand for a product is bigger than the supply

2. Colleges assume that high school graduates need only specific job skills and overlook the increasing challenge of vocational schools.

3. The improved productivity is needed when the product's cost is high and it is necessary to bring it down.

4. Texas Instruments follows the philosophy of increased production and higher costs in order to bring down prices

5. The societal marketing concept is the newest of the five marketing management philosophies.

**3. Complete the following sentences by choosing the one correct variant (a, b or c) that best completes the sentence.**

1. The production concept holds that consumers will favor products\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. that offer the most quality and performance

b. that are available and highly affordable

c. that are very comfortable

2. The marketing concept holds that achieving organizational goals depends on\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. improving production efficiency

b. developing new competitive products

c. determining the needs and wants of target markets

3. Under the marketing concept, companies produce\_\_\_\_\_\_\_\_\_\_\_.

a. what consumers want

b. unsought goods

c. highly affordable goods

4. If the demand for a product in the market is bigger than the supply the companies should\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. improve productivity

b. increase production

c. bring down prices

5, The societal marketing concept calls for \_\_\_\_\_\_\_\_\_\_\_\_ .

a. increasing production and bringing down prices

b. balancing demand for a product and the sup¬ply

c. balancing company profits, consumer wants, and society's interests

# СРС # 9

**1. Translate the following word combinations or find Russian equivalents.**

1. the cost of producing the product

2. the rival firms prices

3. the desired market share of the company

4. pricing strategy

5. to establish a 'price plateau'

6. to establish a monopoly position

7. penetration pricing

8. the size of the price drop

9. price variation

10. to hold the price

**2. Translate the following sentences into Russian.**

1. A number of factors will affect the price a firm sets for its product, including such things as the cost of producing the product, the rival firms prices, the type of product and the desired market share of the company.

2. Penetration pricing is a tactic adopted by a company when it is first entering a market and is trying to estab¬lish a market share.

3. Skimming price is where a firm charges a high price for a product in order to 'skim' the 'top end' of the market when the product is new and consumers have not had a chance to establish a 'price plateau'.

4. Loss leader pricing is when firms offer prices below the cost of producing the item (hence making a loss) in order to encourage the sale of the products.

5. Limit-pricing occurs when a firm drops the price of its product to limit or deter the entry of other new com¬petitors.

6. Dumping pricing happens when a firm "dumps' its goods into a market at below the cost of producing them in the hope that it can establish a foothold in the market.

7. Once a market has been established the price of the product may rise to those of competitor firms.

8. The profit mark-up could be changed to allow for the effects of competition and economic conditions.

**3. Fill the gaps in the sentences below with the words and expressions from the box. There are two expressions, which you don't need to use.**

*price discrimination, dumping pricing, loss leader pricing, skimming price, cost-plus pricing, price plateau, penetration pricing, limit-pricing, demand, competitive pricing, predatory pricing, marginal-cost pricing*

1. Price is one of many factors that determine the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_for a product.

2 .\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a very simple pricing method when a firm calculates its average costs of producing a prod¬uct and then simply adds a profit 'mark-up', say 10%, on to average costs.

3. When a firm calculates the additional cost of produc- i ng the next unit and charges a price according to the marginal cost we can speak of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

4. When several firms charge different prices for a simi¬lar product we can speak of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5 .\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a tactic adopted by a company when it is first entering a market and is trying to establish a market share.

6.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is where a firm charges a high price for a product in order to 'skim' the Чор end' of the market.

7. When products are new, a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has not yet been established and some consumers are willing to pay a high price for their novelty value.

8 .\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is when firms offer prices below the cost of producing the item in order to encourage the sale of the products.

9. When a firm drops the price of its product to limit or deter the entry of other new competitors we call it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

10. When the firm prices its products in line with those of its competitors and there is little price variation between the types of goods being sold we can speak of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**4. Find English equivalents for the following Russian expressions.**

1. средняя стоимость
2. предельные издержки производства
3. методы ценообразования
4. разброс цен
5. дополнительная стоимость
6. назначить цену
7. завоевать место на рынке
8. неценовая конкуренция
9. конкурентное ценообразование
10. производить оценку, смету

**5. Translate the following sentences from Russian into English.**

1. В супермаркетах часто применяется тактика занижения пены для привлечения покупателей в магазины

2. Фирма подсчитывает среднюю стоимость производства товара и затем просто добавляет наценку на при¬быль.

3. Иногда фирмы устанавливают разные цены на сходные товары. Это называется разбросом пен.

4. Когда товары новые, некоторые потребители готовы платить высокую цену только из-за их новизны.

5.Существует небольшое ценовое различие между раз-личными типами продаваемых товаров при конку¬рентном ценообразовании.

6.Успех неценовой конкуренции зависит от упаковки и оформления товара.

7.Когда компания пытается завоевать место на рынке, она использует тактику входящей цены.

8.Цена является одним из многих факторов, которые определяют спрос на товар.

# СРС # 10

**1. Answer the questions of the lection 10.**

1. What is market equilibrium?

2. What factors determine demand?

3. What measures should be taken in the case of falling demand?

4. What is the difference between full demand and overfull demand?

5. What brings about changes in the market equilibri¬um?

6 What is the difference between fixed costs and vari¬able costs?

7. What is the relation between the price and the supply?

**2 Decide whether the statements are true or false.**

1. Market equilibrium occurs when the supply and demand for a product are equal.

2. For most goods and services the demand will increase as price increases.

3. The demand for a product is infl uenced only by price.

4. The task of demarketing is to find ways to reduce the demand temporarily or permanently.

5. Supply is concerned with the firm's or producer's side of the market.

6. The quantity supplied of a good will increase as price falls.

7. The supply of goods is not affected by changes in the costs of production.

8. Variable costs are usually associated with interest pay¬ments and state property taxes.

9. The sum of fixed and variable costs of production is called the total costs.

10. Price is the major factor influencing the supply of a product.

**3. Complete the following sentences by choosing the one correct variant (a, b or c) that best completes the sentence**.

1. Price in a market is determined by\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. the number of consumers

b. supply and demand forces

c. government policy

2. Market equilibrium occurs when \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

a. demand is higher than supply

b. demand is lower than supply

c. the supply and demand for a product are equal

3. The desired demand is the information showing the amount of the product that\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. consumers are willing to buy at different prices

b. consumers actually buy at a particular price

c. consumers are hesitating to buy

4. Demand is concerned with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. producer's side of the market

b. the buying side of the market

c. production decisions

5. The average total costs of production are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. the sum of the average fixed costs and the marginal costs

b. the sum of the average variable costs and the marginal costs

c. the sum of the average fixed costs and the average variable costs

# СРС # 11

**1. Translate the following words and word combinations or find Russian equivalents.**

1. to establish goals

2. to select distributors

3. selection of goods and services

4. to build goodw ill

5. to the benefit of the consumer

6. to bring advertising into disrepute

7. in designing the message

8. content of the advertisement

9. approach to an advertising campaign

10. fair competition

11. to keep up with the Joneses

12. extensive advertising

13. intensive advertising

14. celebrity

15. to correct misinformation

**2. Translate the following sentences into Russian.**

1. The function of advertising is to build morale of a com¬pany sales force.

2. Having decided on the message, the advertiser then has to choose the most cost-effective medium.

3. Once the firm has decided on running the advertising campaign, it must then decide on the message, the mass media and the receiver.

4. In designing the message the advertiser must consider such questions as what type of product is being offered, which market is it entering and who is the target customer.

5. All advertisements should conform to the principles of fair competition as generally accepted in business.

6. Persuasive advertising attempts to make those who do not use the product feel as if they are missing out.

7. For a firm advertising an industrial product the choice of mass media may be limited to exhibitions, special magazines and direct mail.

**3. Fill the gaps in the sentences below with the words and expressions from the box. There are two expressions, which you don't need to use.**

*launched, persuasive advertising, increase sales, target consumer, easy recognition, mass media, influence, sense of responsibility, informative advertising*

1. The general goal of advertising is to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, either immediately or in the fи ture, and to do so profitably.

2. The function of advertising is to inform customers of goods or services and to \_\_\_\_\_\_\_\_\_\_ people's behaviour.

3. The advertising is intended to build familiarity and \_\_\_\_\_\_\_of package or trademark.

4. When a product is first \_\_\_\_\_\_\_\_\_ , sales are low because very few customers are aware that it exists.

5. The role of\_\_\_\_\_\_\_\_\_ is to inform the public of the product's existence and its particular uses.

6 .\_\_\_\_\_\_\_\_\_\_\_\_ , as its name implies, is used to try and persuade a consumer to buy a particular product.

7. All advertisements should be prepared with a \_\_\_\_\_\_\_\_\_\_\_\_ to the consumer.

**4. Find English equivalents for the following Russian expressions.**

1.цели рекламы

2.увеличить объем продаж

3.влиять на поведение людей

4.информирующая реклама

5.убеждающая реклама

6.главный недостаток

7.проводить рекламную кампанию

8.так называемая целевая аудитория

9.уменьшать доверие к рекламе

10.выпускать новый товар на рынок

11.шкала цен

12.экономически эффективная рекламная кампания

**5. Translate the following sentences from Russian into English**.

1. Роль рекламы состоит в том, чтобы информировать людей о существовании товара и об особенностях его использования.

2. Основная цель рекламы - повысить объем продаж.

3. Цели рекламы также включают завоевание новых рынков и привлечение новых групп потребителей,

4. Убеждающая реклама играет на ревности, зависти и желании быть не хуже других.

5. Убеждающая реклама обычно ассоциируется с по-требительскими товарами и используется там, где различия между товарами незначительны.

6. Содержание рекламного сообщения зависит от типа товара и рынка, на котором товар должен продаваться

# СРС # 12

**1. Answer the questions of the lecture 12.**

1.What are the main types of advertising media?

2.What is the difference between newspaper and maga- zi ne advertising?

3.What are the advantages and disadvantages of news¬paper advertising?

4.What is the main advantage of magazines?

5. What firms prefer magazine advertising? Why?

6.What can you say about radio advertising?

7.Why is direct mail so popular with small firms?

8.What is the most expensive advertising medium? Why?

9.What kind of goods should be introduced by outdoor advertising?

10. What are the main groups of goods advertised on TV?

**2. Say if the statements are true or false. Prove your point**.

1.Newspapers offer great flexibility because ads can be inserted or removed with only a few days' notice.

2.The newspaper has a long life - nothing is quite so sta¬ble as old news.

3.A particular disadvantage of magazines is their selec¬tive readership.

4.Magazines offer a high degree of geographic selec¬tivity.

5.Most magazines are printed on pulp paper and provide excellent colour ads.

6.Direct mail permits the most selectivity of any media.

7.Direct mail offers particular advantages to big firms that cannot afford mass media advertising.

8.Television offers the great advantage of appealing through both the eye and the ear.

9.The automobile manufacturers use only TV commer¬cials.

10.Radio is very flexible geographically, so that a nation¬al firm can pick the areas where it wants to concen¬trate efforts.

11.Television offers low-cost advertising; millions can be viewing a program and its commercials at one time.

12.The automobile companies have been the major users of outdoor advertising.

**3. Complete the sentences matching the beginning of thesentence with one of the endings.**

1.The general goal of advertising is \_\_\_\_\_\_\_\_\_\_\_\_\_.

2.The function of advertising is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

3.A particular advantage of magazines is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

4.Magazines also offer a high degree of \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5.Most magazines are printed on \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

6.Direct mail offers particular advantages to \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

7.Television offers the great advantage of appealing through\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

8.As millions of people are viewing a program and itscommercials at one time tel evision offers tremendous\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

9.The automobile manufacturers use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

10. Radio ad vertising is cost-effective and very flexible \_\_\_\_\_\_\_\_\_\_\_\_.

a.both the eye and the ear

b.geographic selecti vity

c.to inform and influence people's behaviour

d.magazines, TV and billboard advertising

e.geographically

f. impact

g.good paper

h.smaller firms

i. to increase sales

j. their selective readership

# СРС # 13

**1. Translate the following words and word combinations or find Russian equivalents.**

1. range of activity

2. to encourage customers

3. promotion efforts

4. buy two and get one free

5. brand awareness

6. to increase shelf space

7. pricing promotion

8. point-of-sale materials

9. sales meeting

10. monetary incentive

**2. Translate the following sentences into Russian.**

1. The objective of most sales promotion efforts is to increase sales.

2. The packaging of products has undergone a revolution in recent years.

3. This method is often called the 'silent salesman' or 'selling through technique'.

4. The prizes to be won are very attractive.

5. The best or prime selling spots in a supermarket are the check-out areas.

**3. Fill the gaps in the sentences below with the words and expressions from the box. There are two expressions, which you don't need to use.**

*game slips, brand awareness, sales campaign, shelf space, free samples, display allowances, special offer, increasing sales, packaging and design*

1. Sales promotion is aimed at\_\_\_\_\_\_\_\_\_\_\_\_of a new prod¬uct by a sales campaign persuading customers to bu y.

2.Sales promotion efforts are aimed at increasing \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the product.

3.The key elements of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_include colour, size, display and brand of trademark.

4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are d Lstributed free wi th a purchase to encourage customers to purchase more frequently and more consistently.

5.One means of launching a new product is to provide \_\_\_\_\_\_\_\_\_\_\_\_of it to the customers.

6.Display allowances are offered to dealers to feature certain brands or to allot them more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

7.\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are special monetary incentives for dealers to stimulate greater push of the brand.

**4. Find English equivalents for the following Russian expressions.**

1. кампания по организации и стимулированию сбыта

2. цели стимулирования сбыта

3. бесплатный образец

4. специальное предложение

5. повысить узнаваемость торговой марки

6. привлечь внимание потребителя

7. покупательская корзина

8. наиболее выгодное место для продаж

9. методы стимулирования сбыта

10. скидка (магазину) для компенсации расходов на ор¬ганизацию выставки товара

**5. Translate the following sentences from Russian into English.**

1. Газеты пробовали использовать лотерею «бинго» для повышения тиража.

2. Внимание ребенка легко привлекается конфетами около кассы.

3. Супермаркеты, гаражи и туристические агентства часто проводят конкурсы для повышения эффективности сбыта.

4. Стимулирование сбыта часто принимает форму побуждения, например «купи два и получи один бесплатно».

5. Средства стимулирования сбыта должны помочь дилерам действовать более эффективно.

# СРС # 14

**1. Answer the questions of the lecture 14.**

1.What is full chain of distribution?

2.What does distribution channel mean ?

3.In what cases is the full chain of distribution used?

4.When is the wholesaler eliminated?

5.When is the direct selling used?

6.What are the main functions of a sales team?

7.What are the advantages of the full chain of distribution for the manufacturer and retailer?

8.What are the disadvantages of the full chain of distri¬bution for the manufacturer and retailer?

9.What are the main three approaches to organizing the sales force?

10.What titles of sales jobs can you mention?

11.What are the functions of PR ?

12.What is the difference between PR and customer serv¬ices?

**2. Say if the statements are true or false. Prove your point**.

1. Many industrial products and services are sold directly to the consumer or user, e.g. aircraft and lathes.

2.Most consumer products are usually distributed through wholesale organizations.

3.In some industries the wholesaler may sell the goods directly to the customer and no retailer is involved.

4.Frozen-food firms and large bakeries refuse to have their own distri bution network.

5.The manufacturer mass-producing the goods constantly worries about storage and distribution costs.

6.Public Relations (PR) is sometimes a separate depart¬ment outside the marketing function.

# СРС #15

**1. Complete the sentences matching the beginning of the sentence with one of the endings**.

1.By tradition many manufacturers sell their products to a wholesaler who\_\_\_\_\_\_\_\_\_\_\_\_\_.

2.Most consumer products are usually distributed \_\_\_\_\_\_\_\_\_\_

3.In some industries the manufacturer may sell di rectly to the customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

4.Mail order companies are a good example of \_\_\_\_\_\_\_\_\_\_\_\_.

5. The sales team may also be the first link \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

6. The variety of titles of selling jobs proves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a.distribution without a retailer

b.without a wholesaler or retailer being involved

c.that most sales jobs invo]ve a maximum of creativity

d.warehouses the goods until they are required by the retailer

e.between the customer and the company

f. throughretailorganizations