

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
РІВНЕНСЬКИЙ ДЕРЖАВНИЙ ГУМАНІТАРНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
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English for Marketing

*Навчальний посібник з англійської мови для здобувачів вищої освіти,
спеціальності 075 Маркетинг*

PIBHE 2022

УДК 811.111
Н 15

English for Marketing: навчальний посібник з англійської мови для здобувачів вищої освіти, спеціальності 075 Маркетинг / Уклад. Л. В. Мороз, Л. В. Денисюк, С. К. Романюк, Н. Р. Данілова. – Рівне : РДГУ, 2022. – 148 с.

Затверджено на засіданні кафедри іноземних мов Рівненського державного гуманітарного університету, Протокол № 2 від “22” лютого 2022 року.

Схвалено навчально-методичною комісією філологічного факультету Рівненського державного гуманітарного університету, Протокол № 2 від “26” квітня 2022 року.

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Навчальний посібник розроблено для здобувачів-маркетологів факультету Документальних комунікацій, менеджменту, технологій та фізики денної та заочної форми навчання. Структура посібника дає можливість викладачеві вибрати оптимальні шляхи організації як аудиторної, так і самостійної роботи з урахуванням рівня їх знань. Спеціальні тексти для читання, перекладу та переказу сприяють розвитку навичок одержання інформації та її аналітичної обробки. Більшість текстів аутентичні та адаптовані. Посібник можуть використовувати студенти та наукові працівники відповідного профілю.

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CONTENTS

1. ПРОГРАМА НАВЧАЛЬНОЇ ДИСЦИПЛІНИ	4
2. ПЕРЕДМОВА	6
MODULE 1.	
THEME 1. Definitions of marketing.....	7
<i>Self-study: Definitions of marketing: historical aspects.</i>	
THEME 2. The importance of marketing science.....	14
<i>Self-study: Why study marketing?</i>	
THEME 3. Marketing science and market identification.....	20
<i>Self-study: Market identification.</i>	
THEME 4. Types of markets. Basic types of markets.....	26
<i>Self-study: The foreign exchange and capital markets.</i>	
THEME 5. Market segmentation.....	33
<i>Self-study: Bases of market segmentation.</i>	
MODULE TEST.....	39
MODULE 2.	
THEME 1. Products on the market.....	41
<i>Self-study: New products.</i>	
THEME 2. International brand management strategies.....	47
<i>Self-study: Dealing with competition.</i>	
THEME 3. Product life cycle.....	56
<i>Self-study: Channels of Distribution.</i>	
THEME 4. Retailers and Wholesalers.....	61
<i>Self-study: Wholesalers.</i>	
MODULE TEST.....	67
MODULE 3.	
THEME 1. Financial Market. Basis of Financial Market.....	70
<i>Self-study: Types of Financial Market</i>	
THEME 2. Financial Market. Functions of Financial Market.....	77
<i>Self-study: Functions of Financial Market.</i>	
THEME 3. Basics of price.....	81
<i>Self-study: Factors influencing pricing decisions</i>	
THEME 4. Pricing strategies.....	90
<i>Self-study: Pricing in the product life cycle.</i>	
THEME 5. The communications process.....	98
<i>Self-study: Advertising.</i>	
MODULE TEST.....	106
GRAMMAR.....	110
APPENDIX.....	142
РЕКОМЕНДОВАНА ЛІТЕРАТУРА.....	146

ПРОГРАМА НАВЧАЛЬНОЇ ДИСЦИПЛІНИ
ЗМІСТОВИЙ МОДУЛЬ 1.
Marketing basics

Тема 1. Definitions of marketing.

Defining marketing.

Self-study: Definitions of marketing: historical aspects.

Grammar: Present simple.

Тема 2. The importance of marketing science.

Marketing concept.

Self-study: Why study marketing?

Grammar: Past simple.

Тема 3. Marketing science and market identification.

Marketing mix.

Self-study: Market identification.

Grammar: Future simple.

Тема 4. Types of markets.

Basic types of markets.

Self-study: The foreign exchange and capital markets.

Grammar: Present continuous.

Тема 5. Market segmentation.

Market segmentation.

Self-study: Bases of market segmentation.

Grammar: Past continuous.

ЗМІСТОВИЙ МОДУЛЬ 2.
Product

Тема 1. Products on the market.

Product classification.

Self-study: New products.

Grammar: Future continuous.

Тема 2. International brand management strategies.

Self-study: Dealing with competition.

Grammar: Present perfect.

Тема 3. Product life cycle.

Self-study: Channels of Distribution.

Grammar: Past perfect.

Тема 4. Retailers and Wholesalers.

Self-study: Wholesalers.

Grammar: Past perfect.

ЗМІСТОВИЙ МОДУЛЬ 3.
Price

Тема 1. Financial Market. Basis of Financial Market.

Self-study: Types of Financial Market

Grammar: Future perfect.

Тема 2. Financial Market. Functions of Financial Market.

Self-study: Functions of Financial Market.

Grammar: Modal Verbs.

Tema 3. Basics of price.

Self-study: Factors influencing pricing decisions.

Grammar: Modal Verbs.

Tema 4. Pricing strategies.

Pricing strategies.

Self-study: Pricing in the product life cycle.

Grammar: Passive Voice.

Tema 5. The communications process.

The marketing communications mix.

Self-study: Advertising.

Grammar: Infinitive.

ПЕРЕДМОВА

Посібник “English for Marketing” для здобувачів денної та заочної форми навчання факультету Документальних комунікацій, менеджменту, технологій та фізики створено відповідно до вимог програми з іноземних мов для студентів 1 курсу.

Мета, яку ставили перед собою автори посібника, полягає в підготовці майбутніх фахівців до самостійного опрацювання, читання та розуміння фахово спрямованого навчального матеріалу англійською мовою. Усі тексти посібника тематично співвідносяться з майбутньою професією студентів.

Посібник складається з трьох змістових модулів і модульних тестів. Усього посібник містить 12 тем, які розбиті на дві частини: одна опрацьовується студентами під час аудиторної роботи, а частина Self-study має на меті самостійне опрацювання студентами матеріалу.

Щодо самих текстів, то їх побудовано з дотриманням дидактичного принципу наростання лексико-граматичних труднощів. Це стосується як дібраних із фахових першоджерел і відповідним чином опрацьованих і адаптованих англійських текстів, так і створених авторами, з використанням тих чи інших джерел. Як ті, так і інші тексти опрацьовувались і вносились до посібника з метою виробити у студентів вміння читати, перекладати літературу зі свого майбутнього фаху, розуміти, орієнтуватися в ній і видобувати з неї необхідну фахову інформацію.

Основними завданнями, які мають виконуватись за допомогою цього посібника є навчання читанню та розумінню фахово-орієнтованої літератури та вироблення навичок підготовленого і непідготовленого мовлення в межах засвоєної професійної тематики. Вправи у посібнику поділяються на мовні та вправи для самостійного опрацювання студентами (Self-study). Вправи для самостійного опрацювання виконуються вдома, ряд завдань виконується письмово і носить тестовий характер. Мовні завдання виконуються в аудиторії.

MODULE I

THEME I. DEFINITIONS OF MARKETING

1. VOCABULARY

standard of living	рівень життя
advertising	реклама
delivery	доставка, поставка
obvious	явний, очевидний, помітний
broad	широкий, певний, помітний
to anticipate	очікувати, передбачати
free of charge	безкоштовно
support	підтримка
flow	потік
to identify	встановлювати, виявляти, визначати
persuading	переконання
warranty	гарантія якості
To take over	переймати, успадковувати

What is Marketing?



reading I began to prepare my lessons. 9. We can't gain knowledge without reading.

3. Translate the sentences:

I. The job involves managing all aspects of public relations, publicity, etc. 2. You will be responsible for developing and executing brand strategies and market initiatives for an assigned product line to meet revenue, profitability and budget targets. 3. Respondents said they want the phone to be small and last a long time without breaking. 4. We need to think about scheduling a meeting to discuss our pricing strategy for our new cable Internet package.

4. Translate the sentences:

1. Our typical customer is health-conscious and enjoys keeping fit. 2. I'm also attaching an outline of what I'd like to talk about. 3. Be sure to check your spelling using an online dictionary or the spellcheck function of your email programme. 4. We need to decide what we should be charging for our services. 5. You will be responsible

2. Read and translate the sentences. Define the syntactical function of the -ing form.

1. Reading is useful. 2. I like his rapidly reading. 3. The reading man is my friend. The man reading a book is my friend. 4. Reading a book I didn't hear when the telephone rang. 5. He stood nearby reading a book. 6. His favourite occupation is reading. 7. I like your idea of reading this book. 8. After

for managing specific global, multinational and national retailers as well as identifying and exploiting new business opportunities.

5. Translate the sentences:

1. Consulting clients is an essential part of a clerk's job, 2. She wants being consulted by Mr. Jacobson. 3. The manager remembers having consulted this businessman at the insurance company. 4. Jane remembers having been consulted at this bank.

6. Make -ing forms out of the following infinitives:

to supply, to have produced, to be sold, to have been promoted

7. Discuss the questions below:

1. How can you define marketing?
2. What is a micro-level definition of marketing?
3. What is a macro-level definition of marketing?
4. What is the aim of marketing?

8. Read and translate the text.

DEFINING MARKETING

Some people think of marketing too narrowly as “selling and advertising.” The others define marketing as “creation and delivery of a standard of living.” That definition is too broad.

An important difference between the two definitions may be less obvious. The first definition is a micro-level definition. It focuses on activities performed by an individual organization. The second is macro-level definition. It focuses on the economic welfare of a whole society.

Which view is correct? Is marketing a set of activities done by individual firms or organizations? Or is it a social process?

The answer to our question is that marketing is both a set of activities performed by organizations and a social process. In other words, marketing exists at both micro and macro levels. Micro-marketing looks at customers and the organizations that serve them. Macro-marketing takes a broad view of our whole production-distribution system.

Micro-marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client.

To begin with, this definition applies to both profit and nonprofit organizations. Profit is the objective for most business firms. Customers or clients may be individual consumers, business firms, nonprofit organizations, government agencies, or even foreign nations. While most customers and clients pay for the goods and services they receive, others may receive them free of charge or at a reduced cost through private or government support.

In fact, the aim of the marketing is to identify customers' needs - and meet those needs so well that the product almost “sells itself.” This is true whether the product is a physical good, a service, or even an idea. If the whole marketing job has been done well, customers don't need much persuading. They should be ready to buy. And after they do buy, they'll be satisfied and ready to buy the same way again the next time.

Marketing should begin with potential customer needs - not with the production process. Marketing should try to anticipate needs. And then marketing, rather than

production, should determine what goods and services are to be developed - including decisions about product design and packaging; advertising and sales policies; and, after the sale, installation, customer service, warranty, and perhaps even disposal policies.

This does not mean that marketing should try to take over production, accounting, and financial activities. Rather, it means that marketing - by interpreting customers' needs - should provide direction for these activities and try to coordinate them. After all, the purpose of a business or nonprofit organization is to satisfy customer or client needs. It is not to supply goods and services that are convenient to produce and might sell or be accepted free.

When marketing helps everyone in a firm really meet the needs of a customer both before and after a purchase, the firm doesn't just get a single sale. Then, in the future, when the customer has the same need again - or some other need that the firm can meet - other sales will follow. That's why marketing concerns a flow of need-satisfying goods and services to the customer. Often, that flow is not just for a single transaction but rather is part of building a long-lasting relationship that is beneficial to both the firm and the customer.



Video!!! Concepts and Definitions of Market and Marketing

<https://www.youtube.com/watch?v=COz1odgWajo>

9. Are these sentences true or false? Correct the false sentences:

1. A micro-level definition of marketing focuses on activities performed by an individual organization.
2. Marketing is both a set of activities performed by organizations and a social process.
3. Profit is the objective for most customers and consumers.
4. Micro-marketing is only selling and advertising.
5. While most customers and clients pay for the goods and services they receive, others may receive them free of charge.
6. The purpose of a business or nonprofit organization is to determine what goods and services are to be developed.

7. If the whole marketing job has been done well, customers don't need much persuading.
8. Marketing should begin with the production process - not with potential customer needs.
9. Marketing should try to take over production, accounting, and financial activities.
10. In the future, when the customer has the same need again - or some other need that the firm can meet - other sales will follow.

10. Choose the correct alternative:

1. A micro-level definition focuses on activities **conducted/Performed** by an individual organization.
2. **Micro/Macro**-marketing looks at customers and the organizations that serve them.
3. Micro-marketing is the performance of activities that seek to accomplish an organization's objectives by **investigating/anticipating** customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client.
4. Profit is the objective for most government **agencies/business** firms.
5. In fact, the aim of the marketing is to **satisfy/identify** customers' needs - and meet those needs so well that the product almost "sells itself".
6. If the whole marketing job has been done well, customers don't need much **assuring/persuading**.
7. Marketing should begin with potential customer needs - not with the **distribution/production** process.
8. Marketing should try to **anticipate/forecast** needs.
9. After all, the purpose of a business or nonprofit organization is to satisfy customer or client **objectives/needs**.
10. That's why **distributing/marketing** concerns a flow of need-satisfying goods and services to the customer.

11. Fill in the blanks with appropriate words:

purchase support production identify customers marketing satisfy consumers welfare accounting

1. Macro-level definition focuses on the economic _____ of a whole society.
2. _____ is both a set of activities performed by organizations and a socialprocess.
3. Customers or clients may be individual _____, business firms, nonprofitorganizations, government agencies, or even foreign nations.
4. While most customers and clients pay for the goods and services they receive, others may receive them free of charge or at a reduced cost through private or government_____.
5. In fact, the aim of the marketing is to _____ customers' needs - and meet those needs so well that the product almost "sells itself".
6. If the whole marketing job has been done well, _____ don't need much persuading.
7. Marketing should begin with potential customer needs - not with the _____ process.
8. This does not mean that marketing should try to take over production, _____ , and financial activities.

9. After all, the purpose of a business or nonprofit organization is to _____ customer or client needs.

10. When marketing helps everyone in a firm really meet the needs of a customer both before and after a _____, the firm doesn't just get a single sale.

12. Put the words in the correct order to make sentences.

1. of/ standard/ the/ creation/ other/ marketing/ as/ and/ a/ of/ define/ delivery/ living/
2. micro/ exists/ at/ and/ macro/ marketing/ levels/ both/
3. whole/ it/ economic/ society/ focuses/ on/ the/ a/ welfare/ of/
4. both/ this/ nonprofit/ definition/ profit/ and/ applies/ organizations/ to/
5. agencies/ customers/ business/ clients/ may/ be/ consumers/ firms/ nonprofit/ government/ or/ individual/ organizations/
6. need/ customers/ if/ been/ the/ whole/ job/ done/ don't/ persuading/ marketing/ well/ much/ has/
7. begin/ potential/ marketing/ with/ needs/ should/ customer/
8. should/ to/ needs/ try/ marketing/ anticipate/
9. needs/ nonprofit/ the/ client/ purpose/ of/ a/ or/ organization/ to/ customer/ or/ business/ satisfy/ is/
10. are/ marketing/ to/ services/ determine/ what/ and/ be/ should/ developed/ goods/

11. Match the words and their definitions.

1	firm	A	a written promise that the dealer or manufacturer will repair or replace any defective parts free of charge for a certain period of time
2	develop	B	to acquire by paying money
3	profit	C	to settle, to define
4	support	D	the process of identifying, measuring and
5	charge	E	an aim or goal
6	determine	F	to elaborate on, to expand
7	objective	G	an excess of income over expenditure
8	warranty	H	a business concern, especially one involving a
9	accounting	I	to bear the cost of providing for
10	to purchase	J	the price to be paid for goods or services

14. Match the words in the right column with the words in the left column to make word combinations.

1	a standard of	a	process
2	to focus on	b	objectives
3	economic	c	customer or client needs
4	a social	d	charge
5	production-distribution	e	support
6	to accomplish an organization's	f	welfare
7	to pay for	g	activities
8	free of	h	system
9	private or government	i	living
10	to satisfy		goods and services

SELF-STUDY

I. **Give all gerund forms you know of the following verbs and translate them:**

to manufacture, to buy, to finance

II. **Give all known to you participles and translate them:**

to produce, to increase, to supply, to provide

III. **Define ing-forms. Translate the sentences:**

1. Being asked a lot of questions is a typical routine for a candidate. 2. Jack remembers having been sent that interesting information. 3. On having discussed the details of the contract we made a decision to cooperate with this company on a regular basis. 4. Our CEO insists on the clauses of the contract being performed correctly.

IV. **Choose the appropriate ing-form from those given below:**

1. I knew specific parts of the offer _____ for two hours, (having been negotiated; being negotiated) 2. Jane saw Mr. Johnson _____ himself a copy of the contract, (having made; making, being made) 3. He found the order _____ before meeting Mr. Smith. (having been delivered; being delivered; delivering; having delivered)

4. They informed us about _____ a letter of credit. (being sent; sending; having sent)

V. **Read the text and translate it using the dictionary.**

DEFINITIONS OF MARKETING: HISTORICAL ASPECTS

Before presenting the definition of marketing, it's worth looking at the term as it has evolved historically.

The earlier definitions tend to describe marketing in economic terms. The first definition was developed in 1947. According to it, marketing is considered as one of the three functions of a country's economic system. These functions consist of production, marketing, and consumption. Thus, marketing is the economic function which delivers manufactured or produced products to society. This definition shows that there is a direct correlation between a country's standard of living and its marketing system: the better the system, the better the standard of living.

The definition of the American Marketing Association was developed in 1960. It added the concept that marketing consists of business activities. The association defined marketing as the "performance of business activities that direct the flow of goods and services from producer to consumer".

Another widely used definition of marketing was associated with merchandising. Thus, it is the role of the retailers to get the right goods and services to the right people at the right place at the right time and at the right price.

Later definitions added the concept of consumer satisfaction.

In 1971, Stanton defined marketing as a "total system of interacting business activities designed to plan, price, promote, and distribute want-satisfying goods and services to present and potential customers". The emphasis was again made on business activities and the distribution of goods and services. Though, two important concepts were added: system and want-satisfying goods and services. Marketing was viewed as a system; and customers' needs and wants became a fundamental part of marketing.

In the 1970s, the concept of exchange was added to the definition of marketing. Exchange involves two or more parties who voluntary agree to enter into a trading

relationship. The trade may consist of the exchange of a product or service for money, a product for a product, a product for a service, or a service for a service.

Today, marketing is considered as a coordinating system of business activities. Its aim is to provide products and services that satisfy the needs and wants of customers through exchange process.

VI. State which of the sentences are true and which are false:

1. According to the first definition, marketing is considered as one of the three functions of a country's economic system.
2. This definition shows that there is a direct correlation between a country's standard of living and its economic system: the better the system, the better the standard of living.
3. The American Marketing Association defined marketing as the "performance of business activities that direct the flow of goods and services from producer to consumer".
4. It is the role of the producers to get the right goods and services to the right people at the right place at the right time and at the right price.
5. Today, marketing is considered as a coordinating system of business activities.

VI. Choose the correct variant a, b, c or d to fill in the gaps:

1. Thus, marketing is the economic _____ which delivers manufactured or produced products to society.
a) feature b) function c) characteristics d) activity
2. Another widely used definition of marketing was associated with _____.
a) manufacturing b) advertising c) merchandising d) distributing
3. Thus, it is the role of the _____ to get the right goods and services to the right people at the right place at the right time and at the right price.
a) producers b) distributors c) marketers d) retailers
4. The emphasis was again made on business activities and the _____ of goods and services.
a) promotion b) distribution c) advertising d) production
5. Exchange involves two or more parties who voluntary agree to enter into a relationship.
a) economic b) barter c) trading d) partnership

VII. Translate the following sentences into English:

1. Економіка, в якій товарно-грошові відносини є пануючими, в літературі отримала назву "ринкової економіки". 2. Ринкові відносини суттєво відрізняються в різних країнах за ступенем розвитку, особливостями модифікації, рівнем зрілості, історичними, соціальними та іншими ознаками. 3. Конкуренція охоплює відносини між підприємцями й споживачами. 4. Оскільки в ринкові відносини вступають різні суб'єкти, а до сфери обміну надходять різноманітні товари й послуги, то в країні формується досить складна ринкова структура, яка включає найрізноманітніші види ринків.

THEME II. THE IMPORTANCE OF MARKETING SCIENCE

VOCABULARY



Effort - зусилля, спроба

Output - продукція; випуск

shortage - недостача, брак; дефіцит

to carry out - виконувати

to offer - пропонувати

warehouse - товарний склад; оптовий магазин

to be concerned with - цікавитися, займатися

input - внесок; вкладення

sales representative - торгівельний представник

salespeople - продавці, агенти зі збути, комівояжери

to manage - управляти

fence - огорожа

1. Make two adjectives with each word using the suffixes -less and -ful and translate them:

Job, use, harm, home, help, fruit, price

2. Define prefixes in the following words and translate them:

dismantle, overdependence, subdivide, unpayable, uncalculated, reanalyse

3. Translate the sentences:

1. Brainstorming is a technique used by marketers during product naming or product development.

2. Launching new products is a risky business.

3. Responsible purchasing is another way that a company can build or maintain a good reputation.

4. We can create an opportunity by strengthening our communication and informing consumers about our new services.

5. Even in formal negotiations, it is felt that relationship-building can insure a successful outcome.

4. Discuss the questions below:

1. What does the marketing concept mean?

2. What are three basic ideas of the marketing concept?

3. What is a production orientation?

4. What is a marketing orientation?

5. Read and translate the text.

TEXT

WHAT DOES THE MARKETING CONCEPT MEAN?

The marketing concept means that an organization aims all its efforts at satisfying its customers – at a profit. The marketing concept is a simple but very important idea.

The marketing concept is not really a new idea – it's been around for a long time. But some managers act as if they are stuck at the beginning of the production era – when there were shortages of most products. They show little interest in customers' needs. These managers still have a production orientation – making whatever products are easy to produce and then trying to sell them. They think of customers existing to buy the firms output rather than of firms existing to serve customers and – and more broadly – the needs of society.

Well-managed firms have replaced this production orientation with a marketing

orientation. A marketing orientation means trying to carry out the marketing concept. Instead of just trying to get customers to buy what the firm has produced, a marketing-oriented firm tries to offer customers what they need.

Three basic ideas are included in the definition of the marketing concept: (1) customer satisfaction, (2) a total company effort, and (3) profit – not just sales – as an objective. These ideas deserve more discussion. “Give the customers what they need” seems so obvious that it may be hard for you to see why the marketing concept requires special attention. However, people don’t always do the logical and the obvious – especially when it means changing what they’ve done in the past. In a typical company 35 years ago, production managers thought mainly about getting out the product. Accountants were interested only in balancing the books. Financial people looked after the company’s cash position. And salespeople were mainly concerned with getting orders for whatever product was in the warehouse. Each department thought of its own activity as the center of the business with others working around “the edges.” No one was concerned with the whole system. As long as the company made a profit, each department went merrily on – doing its own thing. Unfortunately, this is still true in many companies today.

Ideally, all managers should work together as a team because the output from one department may be the input to another. And every department may directly or indirectly impact short-term and long-term customer satisfaction. But some managers tend to build “fences” around their own departments. There may be meetings to try to get them to work together – but they come and go from the meetings worried only about protecting their own turf. We used the term production orientation as a shorthand way to refer to this kind of narrow thinking – and lack of a central focus – in a business firm. But keep in mind that this problem may be seen in sales-oriented sales representatives, advertising-oriented agency people, finance-oriented finance people, directors of nonprofit organizations, and so on. It is not a criticism of people who manage production. They aren’t necessarily any guiltier of narrow thinking than anyone else.

The “fences” come down in an organization that accepted the marketing concept. There are still departments, of course, because specialization often makes sense. But the total system’s effort is guided by what customers want – instead of what each department would like to do.

The marketing concept provides a guiding focus that all departments adopt. It should be a philosophy of the whole organization, not just an idea that applies to the marketing department. It helps the organization work as a total “system” rather than a lot of separate parts. The marketing concept, however, is more complete than many system-oriented ideas. It actually specifies a high-level objective –customer satisfaction – that is logical for each and every part of the system. It also specifies a profit objective, which is necessary for the system’s survival.

6. Are these sentences true or false? Correct the false sentences:

1. The marketing concept means that an organization aims all its efforts at satisfying its customers – at a profit.
2. Some marketers still have a production orientation – making whatever products are easy to produce and then trying to sell them.
3. Well-managed firms have replaced this production orientation with a marketing orientation.
4. Marketers think of customers existing to buy the firms output rather than of firms existing to serve customers and – and more broadly – the needs of society.
5. Instead of just trying to get customers to buy what the firm has produced, a marketing-oriented firm tries to offer customers what they need.

6. Accountants looked after the company's cash position.
7. Salespeople were mainly concerned with getting orders for whatever product was in the warehouse.
8. Ideally, all managers should work together as a team because the output from one department may be the input to another.
9. But the total system's effort is guided by what managers want – instead of what each department would like to do.
10. The marketing concept actually specifies a high-level objective – customer satisfaction – that is logical for each and every part of the system.

7. Choose the correct alternative:

1. Some **managers/marketers** show little interest in customers' needs.
2. These managers still have a **marketing/production** orientation – making whatever products are easy to produce and then trying to sell them.
3. Well-managed firms have **substituted/replaced** this production orientation with a marketing orientation.
4. A marketing orientation means trying to **fulfill/carry out** the marketing concept.
5. Three basic ideas are included in the definition of the **production/marketing** concept.
6. In a typical company 35 years ago, **sales/production** managers thought mainly about getting out the product.
7. Financiers/Accountants were interested only in balancing the books.
8. **Salespeople/Finance people** were mainly concerned with getting orders for whatever product was in the warehouse.
9. But some managers tend to build "fences" around their own **companies/departments**.
10. The total system's effort is guided by what **managers/customers** want – instead of what each department would like to do.

8. Fill in the blanks with appropriate words:

<i>customer</i>	<i>profit</i>	<i>manage</i>	<i>financial</i>	<i>department</i>	<i>production</i>
<i>marketing</i>		<i>concept satisfaction</i>		<i>output</i>	

1. The marketing is not really a new idea – it's been around for a long time.
2. Some managers still have a orientation – making whatever products are easy to produce and then trying to sell them.
3. Well-managed firms have replaced this production orientation with a _____ orientation.
4. Each _____ thought of its own activity as the center of the business with others working around "the edges".
5. All managers should work together as a team because the _____ from one department may be the input to another.
6. It is not a criticism of people who _____ production.
7. And every department may directly or indirectly impact short-term and long-term customer _____.
8. The marketing concept specifies a high-level objective – _____ satisfaction – that is logical for each and every part of the system.
9. It also specifies a _____ objective, which is necessary for the system's survival.
10. _____ people looked after the company's cash position.

9. Put the words in the correct order to make sentences.

1. grains/ cereal/ are/ component/ a/ major/ of/ diet/ man's/ world/ throughout/ the/
2. wheat/ grain/ the/ distribution/ within/ the/ not/ uniform/ of/ nutrients/ is/
3. milling/ losses/ similar/ of/ and/ vitamins/ in/ the/ of/ rice/ minerals/ occur/
4. the/ varies/ composition/ of/ of/ these/ each/ flours/
5. flour/ also/ than/ more/ fibre/ brown/ or/ flour/ wholemeal/ contains/ dietary/white/
6. to/ gluten/ a/ make/ large/ loaf/ quality/ flours/ should/ of/ good/ contain/sufficient/

7. cereals/ a/ substantial/ to/ the/ intake/ of/ nutrients/ particularly/ calcium/ niacin/ thiamin/ and/ dietary/ fibre/ also/ make/ contribution/ many/ other/

8. diet/ wheat/ of/ bread/ flour/ cakes/ biscuits/ together/ with/ other/ cereals/ provides/ more/ than/ a/ quarter/ of/ energy/ protein/ and/ iron/ in/ the/ carbohydrate/ average/ in/ the/ form/ the/ total/

9. of/ protein/ minerals/ and/ vitamins/ in/ the/ germ/ and/ of/ grain/ the/ concentration/ is/ higher/ outer/ layers/

10. is/ the/ of/ thiamin/ in/ baking/ about/ 15/ cent/ loss/ per/ bread/

10. Match the words in the right column with the words in the left column to make word combinations.

1 satisfying its

a special attention

2 to show little

b the marketing concept

3 to have a production

c in mind

4 to serve customers

d with smth.

5 to carry out

e as a team

6 to require

f interest in

7 to balance

g diet

8 to be concerned

h orientation

9 working together

i customers

10 to keep

j the books

SELF-STUDY

I. Translate the following word combinations:

ефективно задовольняти потреби клієнтів; планування маркетингової стратегії; розвинуті економіки; маркетингові витрати; повсякденне життя; реклама; маркетингова кампанія; споживач; роботодавець; можливості; економічний розвиток

II. Translate the following sentences. Define "ing-forms":

1. When meeting a customer, make eye contact within ten seconds.
2. Meetings are an important tool for building your customer base.
3. Good customer-oriented telephone technique starts with being courteous.
4. Selling happens between people, in face-to-face communication.
5. Using electronic ordering systems is really great.

III. Read and translate the following text using a dictionary.

TEXT

WHY STUDY MARKETING?

Marketing is an important part of any economic system. In fact, any country in which the people enjoy a comfortable standard of living relies on marketing in order to bring products and services to the population.

Every organization needs to think about its markets and how effectively it meets its customers' or clients' needs. Organizations that don't satisfy their customers sooner or later disappear – and usually it's sooner rather than later. Conversely, organizations that find new and better ways to meet needs prosper and grow. Be sure that it's better to prosper than to fail and disappear.

So, there's hardly any issue that's more important than figuring out how to satisfy customers – whether old ones an organization has served in the past or new ones it hopes to attract. At its essence, that's what marketing and marketing strategy planning is all about.

One reason for studying marketing is that you – as a consumer – pay for the cost of marketing activities. In advanced economies, marketing costs about fifty cents of each consumer's dollar. For some goods and services, the percentage is much higher.

Another important reason for learning about marketing is that marketing affects every aspect of your daily life. All the goods and services you buy, the stores where you shop, and the radio and TV programs paid for by advertising are there because of marketing. Even your job resume is part of a marketing campaign to sell yourself to some employer! Some courses are interesting when you take them but never relevant again once they are over. Not so with marketing – you'll be a consumer dealing with marketing for the rest of your life.

Still another reason for studying marketing is that there are many exciting and rewarding opportunities in marketing. Marketing is often the route to the top. You can find opportunities in sales, advertising, product management, marketing research, distribution, and other areas. Even if you're aiming for a nonmarketing job, you'll be working with marketing people. Knowing something about marketing will help you understand them better. It will also help you do your job better. Marketing relates to lots of other functional areas. Remember that marketing is important to the success of every organization. A company that can't sell its products doesn't need accountants, financial managers, production managers, personnel managers, computer programmers, or credit managers.

Even if you're not planning a business career, marketing concepts and techniques apply to nonprofit organizations too. Many nonprofit organizations have a marketing manager. And the same basic principles used to sell soap are also used to "sell" ideas, politicians, mass transportation, health care services, conservation, museums, and even

colleges.

An even more basic reason for studying marketing is that marketing plays a big part in economic growth and development. Marketing stimulates research and new ideas – resulting in new goods and services. Marketing gives customers a choice among products. If these products satisfy customers, fuller employment, higher incomes, and a higher standard of living can result. An effective marketing system is important to the future of all nations.

IV. State which of the sentences are true and which are false:

1. Any country in which the people enjoy a comfortable standard of living relies on marketing in order to bring products and services to the population.
2. In advanced economies, marketing costs about fifteen cents of each consumer's dollar.
3. Another important reason for learning about marketing is that marketing affects every aspect of your daily life.
4. Even if you're aiming for a nonmanufacturing job, you'll be working with marketing people.
5. Even if a company doesn't sell its products it needs accountants, financial managers, production managers, personnel managers, computer programmers, or credit managers.

V. Choose the correct variant a, b, c or d to fill in the gaps:

1. Every organization needs to think about its markets and how effectively it _____ its customers' or clients' needs.
a) satisfies b) faces c) studies d) meets
2. One reason for studying marketing is that you – as a _____ – pay for the cost of marketing activities.
a) producer b) consumer c) customer d) buyer
3. Even your job resume is part of a _____ campaign to sell yourself to some employer.
a) advertising b) manufacturing c) promoting d) marketing
4. You can find _____ in sales, advertising, product management, marketing research, distribution, and other areas.
a) possibilities b) opportunities c) options d) positions
5. Many _____ organizations have a marketing manager.
a) profit-oriented b) retail c) nonprofit d) wholesale

VI. Translate the following sentences into English:

1. Всі види ринків можуть бути зведені принаймні до чотирьох економічнихутворень: ринок товарів і послуг; ринок грошей; ринок цінних паперів; ринок робочої сили.
2. Процес функціонування ринкового механізму визначає ступіньефективності ринкової економіки.
3. Ідея "вільного ринку" належить класику політичної економії А.Сміту.
4. Одним з важливих законів ринкової економіки є закон грошового обігу.
5. Ринок визначається як місце, де здійснюється купівля та продаж товарів, де взаємодіють продавці та покупці.

THEMA 3. MARKETING SCIENCE AND MARKET IDENTIFICATION



VIDEO!!!!!!

<https://www.youtube.com/watch?v=JCHGV3qmLns>

VOCABULARY

To interact - взаємодіяти; впливати один на одного
interdependent- взаємозалежний; залежний один від одного
to provide- постачати; забезпечувати; надавати
to deliver- передавати, вручати; розносити, доставляти
marketing mix - комплекс маркетингу
location- місце розташування
development- розвиток; розробка
product lifecycle- життєвий цикл товару
maturity- зрілість
decline- падіння, спад
regarding- щодо, стосовно

1. Define the tense of the predicate in the following English sentences:

She has been preparing a financial report for two hours.

Вона готує фінансовий звіт (вже) дві години.

She had been preparing a financial report for two hours when you called.

Вона готувала фінансовий звіт (вже) дві години, коли ви подзвонили.

2. Ask questions to the words in bold type:

- Once a target market has been identified, a company has to decide what goods or service to offer.
- Promotion groups together advertising, publicity, sales promotion, and personal selling, while price includes the basic list price, discounts, the length of the payment period, possible credit terms and so on.
- Companies have to identify market opportunities by market segmentation: doing market research, finding a target market, and producing the right product.

3. Read and translate the following word-combinations:

business activity, interacting and interdependent parts, to offer products and services, to

deliver goods to the customer, to promote goods and services, telephone sales, research and development of a new product or service, newspapers adds, "product life cycle".

4. Discuss the questions below:

1. What are four major aspects of marketing?
2. What does promotion include?
3. What are the stages of a "product life cycle"?
4. What P should be carefully considered as well?

5. Read and translate the text:

TEXT
MARKETING MIX

Marketing is considered to be a coordinated system of business activities. Its aim is to provide products and services that satisfy the needs of customers.

Marketing can be described as a coordinated system, consisting of interacting and interdependent parts functioning as a single whole.

Any company has at least four major aspects of marketing: products and services to offer, the prices at which they should be sold, the manner in which they will be delivered to the customer, and the way they will be promoted.

These four main parts of marketing are often called the Marketing Mix. They are often called the four P's of marketing: Product, Price, Place, and Promotion.

Place means the location of certain goods and services as well as distribution of them.

Promotion includes all kinds of communication in marketing such as advertising, sales, direct mail, free additions, testers, fairs and shows to advertise new products and services, telemarketing with telephone sales, newspapers adds, etc. Promotion is considered to be, perhaps, the most complex element in the Four P's. It should be kept in mind that different groups and sections of people have different likings and dislikings. You have to take it into account making all goods and services appeal to different customers.

The third element in marketing mix is product (service). It is often related to the research and development of a new product or service, testing its quality, searching for the potential markets and, after all, introducing it to the market. Each product has its own "product life cycle". These cycles are different for different products; however, there are four stages of "life cycle" of each product. They are: introduction, growth, maturity, and decline. It should be noted that Product is the most controllable of the four elements of the marketing mix.

The most changeable element of all the four is Price. The definition of a price is exchange of something of value for something else. It is very simple and it is very important for customers. As prices rise we can buy fewer things or only things of lesser quality. On the contrary, as prices fall customers can buy more things of better quality.

Still one should remember that the people and personnel aspect of any business is also important to marketers. All parts of the marketing mix are operated and managed by people. Thus, there is one more P that must be carefully considered by marketers – People.

One should remember that he cannot make a decision regarding one aspect of the mix without affecting another. Even though one may discuss and decide about each aspect separately, all must be coordinated for effective marketing.

6. Are these sentences true or false? Correct the false sentences:

1. The aim of marketing is to manufacture products and services that satisfy the needs of customers.
2. Marketing can be described as a coordinated system, consisting of interacting and interdependent parts functioning as a single whole.

3. These four main parts of marketing are often called the marketing mix.
4. Marketing mix includes all kinds of communication in marketing such as advertising, sales, direct mail, free additions, testers, fairs and shows to advertise new products and services, telemarketing with telephone sales, newspapers adds, etc.
5. It should be kept in mind that different groups and sections of people have different likings and dislikings.
6. Each product has its own "product life cycle".
7. These cycles are similar for different products; however, there are four stages of "life cycle" of each product.
8. The most controllable element of all the four is Price.
9. The definition of a price is exchange of something of value for something else.
10. All parts of the marketing mix are operated and managed by people.

7. Choose the correct alternative:

1. Marketing can be described as a **controllable/coordinated** system, consisting of interacting and interdependent parts functioning as a single whole.
2. Place means the **situation/location** of certain goods and services as well as distribution of them.
3. **Price/Promotion** is considered to be, perhaps, the most complex element in the Four P's.
4. Each product has its **own/same** "product life cycle".
5. As prices **fall/rise** customers can buy fewer things or only things of lesser quality.
6. All parts of the **product/marketing** mix are operated and managed by people.
7. The aim of marketing is to **provide/promote** products and services that satisfy the needs of customers.
8. Any company has at least four major aspects of marketing: products and services to offer, the prices at which they should be sold, the manner in which they will be **presented/delivered** to the customer, and the way they will be promoted.
9. The third element in marketing mix is often **appropriate/related** to the research and development of a new product or service.
10. One should remember that the people and personnel aspect of any business is also important to **managers/marketers**.

8. Fill in the blanks with appropriate words:

customers development exchange maturity business marketers promotion distribution "life cycle" marketing mix

1. Marketing is considered to be a coordinated system of _____ activities.
2. These four main parts of marketing are often called the _____.
3. Place means the location of certain goods and services as well as _____ of them.
4. _____ is considered to be, perhaps, the most complex element in the Four P's.
5. You have to take it into account making all goods and services appeal to different _____.
6. It is often related to the research and _____ of a new product or service, testing its quality, searching for the potential markets and, after all, introducing it to the market.
7. These cycles are different for different products; however, there are four stages of _____ of each product.
8. There are four stages of a "product life cycle": introduction, growth, _____, and decline.
9. The definition of a price is _____ of something of value for something else.
10. Thus, there is one more P that must be carefully considered by _____ – People.

9. Put the words in the correct order to make sentences.

1. be/ business/ is/ to/ coordinated/ considered/ of/ activities/ marketing/ a/ system/
2. of/ are/ these/ Marketing/ four/ marketing/ often/ the/ Mix/ main/ parts/ called/

3. as/ distribution/ place/ goods/ means/ the/ of/ and/ well/ of/ services/ them/ location/ certain/ as/

4. in/ Four/ be/ promotion/ to/ the/ complex/ is/ element/ the/ P's/ considered/ most/

5. appeal/ into/ you/ to/ goods/ take/ it/ all/ services/ to/ customers/ have/ account/ different/ and/ making/

10. Match the words and their definitions.

1 to provide	A the series of developments that take place in it from its beginning until the end of its usefulness
2 interdependent	B someone whose job involves marketing.
3 marketing mix	C the state of being fully developed
4 distribution	D the imparting or exchanging of information by speaking, writing, or using some other medium
5 product life cycle	E a gradual and continuous loss of strength, numbers, or value
6 promotion	F the action or process of supplying goods to retailers
7 decline	G the publicizing of a product, organization, or venture so as to increase sales or public awareness
8 maturity	H (of two or more people or things) dependent on each other
9 marketer	I to make available for use; supply
10 communication	J the combination of marketing activities it uses in order to promote a particular product or service

XII. Match the words in the right column with the words in the left column to make word combinations.

1 to provide	a new products and services
2 to satisfy the needs of	b a single whole
3 interacting and interdependent	c likings and dislikes
4 to function as	d research and development
5 to advertise	e the market
6 people have different	f products and services
7 to take it into	g life cycle
8of a new product or service	h account
9 introducing it to	i parts
10 product	j customers

SELF-STUDY

I. Form and translate the nouns:

- a) **-ment**: supply, employ, advertise, develop, improve, require;
- b) **-ness**: rigid, competitive, cold, wasteful, weak;
- c) **-ance(-ence)**: exist, occur, accept, rely, important, differ, resist

II. Translate the words having the same roots:

change, changed, exchange, exchanging, changeable; rely, relying, reliance, relied, reliability; supply, supplying, supplied, supplement; reduce, reduced, reducing

III. Translate the following word combinations:

market identification, target markets, purchasing power, to make up a market, to influence, marketing concept, to determine the needs and wants, to satisfy customers, consumer's ability to pay for smth., consumer market, industrial market

IV. Use the verbs in brackets in the appropriate tense:

1. They (to find) a new supplier who is less expensive than A's company.
2. If you buy more than 200 articles, we (to give) you a seven per cent discount.
3. They (to negotiate) the offer at the moment.
4. We (to use) an integrated business system to handle orders for three months.
5. When working with foreign companies, what (to be) the most difficult aspects in placing orders?

V. Read and translate the text using the dictionary.

TEXT

MARKET IDENTIFICATION

The marketing concept states that a business tries to determine the needs and wants of target markets and to satisfy customers in those markets. Customers are people: individuals, groups, and organizations.

A market always includes people who are the key element in market identification.

These people must have needs and wants that are not satisfied. Also they must have the purchasing power to buy the products and services satisfying them. For example, a consumer who wants a high priced car but has no money does not constitute a complete market. The missing part of this market is the consumer's ability to pay for the car. The purchasing power is not there. Therefore, a definition of a market includes people with the purchasing power and the willingness to buy specific products and services.

A market may include one person or a large group of people who have similar needs and wants or who buy together. Marketers are always interested in how many people are available to become part of a market.

Purchasing power means that people have the money to spend in order to get what they want. In the case of organizations, purchasing power is used by a person who has the authority to spend the organization's money.

The marketer must study the characteristics of people by trying to determine which people make up a market, where they are located, and what influences their behaviour. Classifying people by types of markets is a step forward.

Marketers design products and services in order to meet the demands of many different types of markets. Identification of the type of market directly influences the marketing strategies that may be used to reach that market.

Marketing practice requires the identification of two basic types of markets, usually called the consumer market and the industrial market.

VI. State which of the sentences are true and which are false:

1. The marketing concept states that a business tries to determine the needs and wants of target markets and to satisfy customers in those markets.
2. A consumer who wants a high priced car but has no money can constitute a complete

market.

3. Therefore, a definition of a market includes people with the purchasing power and the willingness to buy specific products and services.

4. A market may include one person or a large group of people who have different needs and wants or who buy together.

5. Identification of the type of market indirectly influences the marketing strategies that may be used to reach that market.

VII. Choose the correct statement:

1. The marketing concept states that a business tries to _____ the needs and wants of target markets and to satisfy customers in those markets.

- a) define
- b) determine
- c) satisfy
- d) study

2. The missing part of this market is the consumer's _____ to pay for the car.

- a) ability
- b) willingness
- c) desire
- d) power

3. Purchasing power means that people have the money to _____ in order to get what they want.

- a) pay
- b) afford
- c) expend
- d) spend

4. Classifying people by types of _____ is a step forward.

- a) abilities
- b) needs
- c) markets
- d) behaviour

5. _____ design products and services in order to meet the demands of many different types of markets.

- a) producers
- b) sellers
- c) manufacturers
- d) marketers

VII. Translate the following sentences into English:

1. Ринкові відносини разом з іншими економічними відносинами пов'язують економічну систему суспільства в єдине ціле.

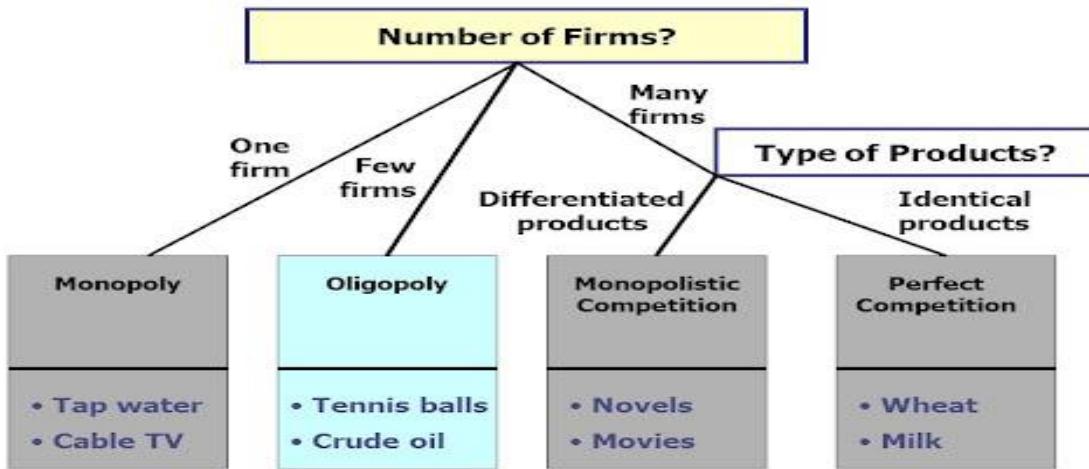
2. Ринок має стимулюючий вплив на економіку, оскільки спонукає виробників до прискорення науково-технічного прогресу та економії часу.

3. Функціонування ринкового господарства базується на конкуренції між товаровиробниками і покупцями.

4. Отримання прибутку або його відсутність зумовлюють дві речі: загальний прибуток, що отримується фірмою від продажу свого продукту; загальні витрати його виробництва.

THEME 4. BASIC TYPES OF MARKETS

The Four Types of Market Structure



VOCABULARY

to design	проектувати; створювати
to reach	проникати, досягати
identification	визначення, ідентифікація
consumer market	споживчий ринок
industrial market	промисловий ринок
personal use	особисте використання
criterion	критерій, ознака
to deal with	мати справу з, займатися
contractor	підрядник
sales volume	реалізація продукції; обсяг продажу
consumer products	споживчі товари
to constitute	складати
to be made up of	складатись з
bond	облігація
stock market	фондова біржа
to determine	визначати, встановлювати
liquid assets	ліквідні активи; ліквідні кошти
to facilitate	полегшувати, допомагати, сприяти

1. Translate the sentences paying attention to the tense of the predicate:

1. Директор повідомив, що йхнє підприємство вдало провело рекламну кампанію і тому обсяги продажу цього товару зросли.
2. Він був упевнений, що компанія отримає великі прибутки від продажу цього обладнання.
3. Директори комерційних фірм використовують капітал і робочу силу, щоб максимально підвищити продуктивність праці.
4. Тарифи захищатимуть вітчизняну промисловість протягом певного часу.

2. Read and translate the sentences. Pay attention to rendering the words for and since into Ukrainian:

1. If the client has understood the benefits, and also trusts the seller, he/she will start to develop desire for the product or service.

2. We expect a five per cent discount for we have ordered more than 100 articles.
3. The manager is meeting with long-term clients who have not bought anything from our company for the last year.
 - b) 1. Since the focus for any successful salesperson is building relationships with clients, small talk is an important tool for doing this.
 2. Our company has placed just two orders with that firm since the beginning of the fiscal year.

3. *Define the word stems of the following words and translate them:*

development, improvement, consumption, useless, mixture, requirement, growth, gradually, intensity, delivery, activity, reliable, dependence, dismiss

4. *Read and translate the word combinations:*

to design products and services; to buy products and services for personal use and satisfaction; a consumer product; to meet social needs of people; specialists in buying procedures; purchase contracts; sales volume; principal types of markets; factors of production; level of unemployment; stock markets; bond markets

5. *Discuss the questions below:*

1. What are the two basic types of markets?
2. What is the difference between a consumer product and an industrial product?
3. What are the major members of the industrial market?
4. What are another three principal types of markets?

6. *Read and translate the text using the dictionary.*

TEXT

BASIC TYPES OF MARKETS

Marketers design products and services in order to meet the demands of many different types of markets. Identification of the type of market directly influences the marketing strategies that may be used to reach that market. Marketing practice requires the identification of two basic types of markets, usually called the consumer market and the industrial market.

The consumer market is made up of people who buy products and services for personal use and satisfaction.

The consumer's reason for the purchase is a very important criterion in determining which type of market a person is dealing with. For example, one who purchases a calculator to use at home for personal use is part of the consumer market for calculators. In this situation, the calculator is a consumer product. If that same calculator were purchased by a business person for use in an insurance office, it would be used in the industrial market.

The consumer market is the largest market as for number of members.

The business firm that purchased a calculator for use in its office provides a good example of a member of industrial market. The organizations in this market do not buy products for personal use. They use products and services to make a profit or, in the case of non-profit organizations, to meet social needs of people.

The industrial market is made up of businesses and organizations that use products and services to resell or to produce other products and services.

The major members of the industrial market are producers, trade industries, governments, and non-profit organizations. Non-profit organizations such as schools and social societies should be included in this market if they meet social needs but not primarily the personal needs of their members.

Other industrial market members include manufacturers, contractors, financial institutions, etc. The industrial market is an important potential market. However, as with the consumer market, the marketer needs to determine carefully the reasons for the purchase of a product or service. In fact, industrial market buyers are specialists in

buying procedures. Their salaries and jobs often depend on purchase contracts that eventually produce a profit.

The industrial market is larger in sales volume than the consumer market because most products are bought and sold in several industrial markets before being sold as consumer products. Product markets, factor markets, and financial markets constitute another three principal types of markets. In the real world there are many microeconomic markets falling into each of these three categories.

The product market is a market for all the newly produced goods and services in the economy.

This market takes the centre stage among the major forces determining the level of activity in the system. The market for factors of production is also a very important macroeconomic market.

Private citizens, politicians, and the news media are all concerned with the level of unemployment.

Financial markets facilitate the exchange of liquid assets. Most investors prefer investing in two markets, the stock markets and the bond markets.

7. Are these sentences true or false? Correct the false sentences:

1. Identification of the type of market indirectly influences the marketing strategies that may be used to reach that market.
2. Marketing practice requires the identification of two basic types of markets, usually called the consumer market and the industrial market.
3. The product market is made up of people who buy products and services for personal use and satisfaction.
4. The business firm that purchased a calculator for use in its office provides a good example of a member of industrial market.
5. The consumer market is made up of businesses and organizations that use products and services to resell or to produce other products and services.
6. The major members of the industrial market are producers, trade industries, governments, and non-profit organizations.
7. In fact, product market buyers are specialists in buying procedures.
8. The industrial market is larger in sales volume than the consumer market because most products are bought and sold in several industrial markets before being sold as consumer products.
9. The consumer market is a market for all the newly produced goods and services in the economy.
10. Financial markets facilitate the exchange of liquid assets.

8. Choose the correct alternative:

1. Marketers *create/design* products and services in order to meet the demands of many different types of markets.
2. Marketing *strategy/practice* requires the identification of two basic types of markets, usually called the consumer market and the industrial market.
3. For example, one who *produces/purchases* a calculator to use at home for personal use is part of the consumer market for calculators.
4. The *product/consumer* market is the largest market as for number of members.
5. The major members of the *finance/industrial* market are producers, trade industries, governments, and non-profit organizations.
6. The *producer/marketer* needs to determine carefully the reasons for the purchase of a product or service.
7. Their salaries and jobs often depend on purchase contracts that eventually produce a *profit/interest*.
8. The *consumer/product* market is a market for all the newly produced goods and

services in the economy.

9. The market for factors of production is also a very important **microeconomic/macroeconomic** market.

10. Financial markets facilitate the exchange of **stocks/liquid** assets.

9. Fill in the blanks with appropriate words:

profit consumer constitute purchase industrial reach members personal use resell identification

1. Identification of the type of market directly influences the marketing strategies that may be used to _____ that market.

2. Marketing practice requires the _____ of two basic types of markets, usually called the consumer market and the industrial market.

3. The consumer market is made up of people who buy products and services for _____ and satisfaction.

4. The consumer market is the largest market as for number of _____.

5. The consumer's reason for the _____ is a very important criterion in determining which type of market a person is dealing with.

6. They use products and services to make a _____ or, in the case of non-profit organizations, to meet social needs of people.

7. The industrial market is made up of businesses and organizations that use products and services to _____ or to produce other products and services.

8. The major members of the _____ market are producers, trade industries, governments, and non-profit organizations.

9. However, as with the _____ market, the marketer needs to determine carefully the reasons for the purchase of a product or service.

10. Product markets, factor markets, and financial markets _____ another three principal types of markets.

10. Put the words in the correct order to make sentences.

1. for/ services/ made/ the/ who/ market/ is/ up/ people/ products/ and/ use/ and/ satisfaction/ consumer/ of/ buy/ personal/

2. market/ number/ is/ for/ the/ market/ of/ members/ consumer/ the/ largest/ as/

3. other/ resell/ organizations/ use/ market/ is/ up/ of/ and/ that/ products/ and/ to/ or/ to/ produce/ and/ services/ industrial/ the/ businesses/ made/ services/ products/

4. buyers/ procedures/ in/ industrial/ are/ in/ buying/ fact/ market/ specialists/

5. industries/ producers/ of/ members/ non-profit/ the/ market/ trade/ and/ the/ organizations/ major/ industrial/ are/ governments/

11. Match the words and their definitions.

1 to reach

A a person or company that does work according to a written agreement

2 consumer market

B a person or organization that buys stocks or shares, or pays money into a bank in order to receive a profit

3 industrial market

C a business or company which makes goods in large quantities to sell

4 marketing strategy

D consists of the general activity of buying stocks and shares, and the people and institutions that organize it

5 contractor

E a person employed to select and purchase stock or materials for a large retail or manufacturing business

6 liquid assets

F a strategy or plan for marketing activities

7 buyer

G cash, or investments which can be quickly

8 manufacturer

9 investor

10 stock market

converted into cash

H the customers who buy consumer goods

I to attain or extend to (a specified point, level, or condition)

J customers who buy goods to be used in production

12. Match the words in the right column with the words in the left column to make word combinations.

1 marketers design

2 identification of

3 to reach

4 for personal use

5 the consumer's reason

6 to make

7 to meet social

8 to determine carefully

9 specialists in

10 factors of

a for the purchase

b and satisfaction

c a profit

d the reasons

e buying procedures

f products and services

g production

h needs of people

i the market

j the type of market

SELF-STUDY

I. Define "ing-forms". Translate the sentences:

1. They know that this supplier has difficulties in delivering on time.
2. This company is in a restructuring process, and therefore they cannot agree to a long-term contract.
3. Jane is writing to complain about the latest delivery of her order.
4. So our goal for the coming year is to improve the quality of our after-sales services.
5. Winning a new client is much harder and a lot more expensive than keeping an existing one.
6. Marie Claire is reviewing its marketing strategy in an attempt to attract a wider audience.

II. Fill in the blanks with "what", "which", "when", "who":

1. _____ kind of promotional operations, such as direct mail, will work best for the product?
2. Up-to-date technology means that _____ you return to a site you have visited before, they will remember your name, your profile, and _____ you bought last time.
3. Call centres can no longer afford to have agents _____ just read off scripts.
4. The delay was due to an unexpected computer problem protein in the delivery department _____ interrupted our usual efficient service.
5. _____ I got your invoice though, I was completely shocked to see that the UK phone calls are twice as expensive as before, with my old phone service.
6. Recently we have been getting a lot of complaints from customers _____ are annoyed with the quality of our customer service.

III. Read and translate the text using a dictionary:

TEXT

THE FOREIGN EXCHANGE AND CAPITAL MARKETS

The foreign exchange market is a market for converting the currency of one country into that of another country. An exchange rate is simply the rate at which one currency is converted into another. Without the foreign exchange market international trade and international investment on the scale that we see today would be impossible; companies would have to resort to barter. The foreign exchange market is the lubricant that enables companies based in countries that use different currencies to trade with each other.

The rate at which one currency is converted into another typically changes over time. Currency fluctuations can make seemingly profitable trade and investment deals unprofitable, and vice versa.

In addition to altering the value of trade deals and foreign investments, currency movements can also open or shut export opportunities and alter the attractiveness of imports. While the existence of foreign exchange markets is a necessary precondition for large-scale international trade and investment, the movement of exchange rates over time introduces many risks into international trade and investment. Some of these risks can be insured against by using instruments offered by the foreign exchange market, such as the forward exchange contracts.

Thus, the foreign exchange market serves two main functions. The first is to convert the currency of one country into the currency of another. The second is to provide some insurance against foreign exchange risk, by which we mean the adverse consequences of unpredictable changes in exchange rates. To explain how the market performs this function, we must first distinguish among spot exchange rates, forward exchange rates, and currency swaps.

A capital market brings together those who want to invest money and those who want to borrow money. Those who want to invest money are corporations with surplus

cash, individuals, and non bank financial institutions (e.g., pension funds, insurance companies).

Those who want to borrow money are individuals, companies, and governments. In between these two groups are the market makers. Market makers are the financial service companies that connect investors and borrowers, either directly or indirectly. They include commercial banks and investment banks.

Commercial banks perform an indirect connection function. They take deposit from corporations and individuals and pay them a rate of interest in return. They then loan that money to borrowers at a higher rate of interest, making a profit from the difference in interest rates. Investment banks perform a direct connection function. They bring investors and borrowers together and charge commissions for doing so.

IV. State which of the sentences are true and which are false:

1. The foreign exchange market is a market for converting the currency of one country into that of another country.
2. The rate at which one currency is converted into another typically does not change over time.
3. In addition to altering the value of trade deals and foreign investments, currency movements can also open or shut import opportunities and alter the attractiveness of exports.
4. A capital market brings together those who want to invest money and those who want to borrow money.
5. Investment banks take deposit from corporations and individuals and pay them a rate of interest in return.

V. Choose the correct variant a, b, c or d to fill in the gaps:

1. The foreign _____ market is a market for converting the currency of one country into that of another country.
a) stock b) securities c) exchange d) bond
2. _____ fluctuations can make seemingly profitable trade and investment deals unprofitable, and vice versa.
a) cash b) money c) finance d) currency
3. Some of these risks can be insured against by using instruments offered by the foreign exchange market, such as the forward exchange _____.
a) agreements b) contracts c) deals d) arrangements
4. A _____ market brings together those who want to invest money and those who want to borrow money. a) money b) stock c) finance d) capital
5. Commercial banks take _____ from corporations and individuals and pay them a rate of interest in return. a) credit b) finance c) deposit d) loan

VI. Translate the following sentences into English:

1. Досвід країн, в яких функціонує ринкова економіка, свідчить про те, що вона являє собою ефективно працюючий механізм.
2. Міжнародний туризм для країн, що розвиваються, є джерелом надходження іноземної валюти й створення робочих місць.
3. Ринок розуміється як поєднання попиту і пропозиції, або як місце, де відбувається купівля-продаж товарів.
4. Процес функціонування ринкового механізму визначає ступінь ефективності ринкової економіки.

THEME 5. MARKET SEGMENTATION

MARKETING SEGMENTATION



www.noteslearning.com

VIDEO!!!!!!

<https://www.youtube.com/watch?v=EQ2pgHbvK0A>

VOCABULARY

total market	загальний об'єм ринка
to divide	ділити, розділяти; ділитися
recreation	відпочинок, відновлення сил; розвага
to face	зустрітися; стикатися; поставати
reachable	той, що можна досягнути
responsive	чутливий; який швидко реагує
to measure	вимірювати; оцінювати; визначати
market share	питома вага на ринку / до ного товару
profitability	прибутковість, рентабельність
variable	змінна (величина)
benefit	перевага; користь, благо; вигода
to appeal (to)	приваблювати, цікавити

1. Study the following sentences:

We know that Jane is a good accountant.

Ми знаємо, що Джейн - хороший бухгалтер.

We know Janet to be a good accountant.

Ми знаємо, що Джейн - хороший бухгалтер.

2. Find complex object in the following sentences and translate them:

1. Director General expects the translation of the contract to be finished quickly.
2. James would like the preparations for the advertising campaign to be made in time.
3. Jack felt somebody touch him on the shoulder.
4. We knew him to be fond of German automobiles, so we couldn't imagine him to argue about Chinese ones.

3. Discuss the questions below:

1. What is market segmentation?

2. What do people who make up each market segment have in common?
3. What is a marketer faced with when selecting a good segment and the bases for segmentation?
4. What criteria can marketers use for selecting market segments?

4. *Read and translate the text using the dictionary.*

TEXT

MARKET SEGMENTATION

Market segmentation is the process of dividing the total market into smaller parts which include customers with similar characteristics. Each segment is made up of people, who are similar in behaviour, lifestyles, and goals. For example, all consumers seek some form of recreation. This idea places all consumers in a total market, but consumers relax and have fun in many different ways. There are many alternatives for the consumer. As for the marketer, he is faced with many decisions concerning the criteria for selecting a good segment and the bases for segmentation.

Marketers can use four criteria for selecting market segments. The marketer should answer one or more of the four questions:

- Is the segment measurable?
- Is it large enough?
- Is it reachable?
- Is it responsive?

The best segment would produce positive answers to all these questions.

Measurable. Some important bases for segmentation are easily identified and measured. Population figures, income groups, size and number of families, occupations, and educational levels are examples of measurable characteristics. People personalities and lifestyles have to be analyzed, but these factors are very difficult to measure.

Large enough. A segment must have enough numbers of potential customers to be able to generate a profitable sales volume. Another factor is competition and possible market share. The critical size factor is the number of customers you can pull to your product or service.

Reachable. The most reachable segment for a marketer would be made up of consumers who are not buying from the marketing channels this marketer uses. Any segment is potentially reachable, but marketers must be able to answer two questions: "How can we communicate with this segment?" and "How much will it cost?" Of course, the final test is profitability.

Responsive. This criterion relates to one element of the definition of a market: "Are the people in the segment willing to buy?" The challenge to the marketer is to learn what consumers need and want but are not able to buy and then design a product or service to bridge that difference. Consumers are responsive when their needs and wants are satisfied.

5. *Are these sentences true or false? Correct the false sentences:*

1. Market segmentation is the process of dividing the total market into smaller parts which include customers with similar characteristics.
2. Each segment is made up of people, who are different in behaviour, lifestyles, and goals.
3. As for the marketer, he is faced with many decisions concerning the criteria for selecting a good segment and the bases for segmentation.
4. Marketers can use four criteria for dividing market segments.
5. People personalities and lifestyles are examples of measurable characteristics.
6. A segment must have enough numbers of potential customers to be able to generate a profitable sales volume.
7. The critical size factor is competition and possible market share.

8. The most reachable segment for a marketer would be made up of consumers who are not buying from the marketing channels this marketer uses.
9. The challenge to the marketer is to learn what consumers need and want but are not able to buy and then design a product or service to bridge that difference.
10. Consumers are responsive when their needs and wants are not satisfied.

6. Choose the correct alternative:

1. Market **division/segmentation** is the process of dividing the total market into smaller parts which include customers with similar characteristics.
2. Each **share/segment** is made up of people, who are similar in behaviour, lifestyles, and goals.
3. All consumers seek some form of **relaxation/recreation**.
4. This idea places all **customers/consumers** in a total market, but consumers relax and have fun in many different ways.
5. As for the marketer, he is faced with many decisions concerning the **parameters/criteria** for selecting a good segment and the bases for segmentation.
6. Some important bases for segmentation are easily **determined/identified** and measured.
7. People personalities and lifestyles have to be analyzed, but these factors are very difficult to **identify/measure**.
8. A segment must have enough numbers of potential **sellers/customers** to be able to generate a profitable sales volume.
9. The critical size factor is the number of customers you can **appeal/pull** to your product or service.
10. Consumers are **sensitive/responsive** when their needs and wants are satisfied.

7. Fill in the blanks with appropriate words:

sales volume reachable segmentation responsive recreation selecting segment profitability behaviour measurable

1. Each segment is made up of people, who are similar in _____, lifestyles, and goals.
2. Market _____ is the process of dividing the total market into smaller parts which include customers with similar characteristics.
3. All consumers seek some form of _____.
4. As for the marketer, he is faced with many decisions concerning the criteria for selecting a good _____ and the bases for segmentation.
5. Marketers can use four criteria for _____ market segments.
6. Population figures, income groups, size and number of families, occupations, and educational levels are examples of _____ characteristics.
7. A segment must have enough numbers of potential customers to be able to generate a profitable _____.
8. The most _____ segment for a marketer would be made up of consumers who are not buying from the marketing channels this marketer uses.
9. The final test is _____.
10. Consumers are _____ when their needs and wants are satisfied.

8. Put the words in the correct order to make sentences.

1. with/ into/ dividing/ which/ market/ is/ the/ process/ of/ the/ market/ parts/ include/ similar/ characteristics/ segmentation/ total/ smaller/ customers/ 2. who/ behavior/ made/ each/ is/ up/ people/ in/ and/ goals/ segment/ of/ similar/ lifestyles/ are/ 3. good/ for/ bases/ the/ concerning/ marketer/ is/ with/ many/ the/ selecting/ a/ the/ segment/ and/ segmentation/ faced/ decisions/ criteria/ for/ 4. can/ segments/ criteria/ use/ four/ for/ market/ marketers/ selecting/ 5. families/ figures/ size/ of/ occupations/ and/ levels/ are/ examples/ groups/ of/ measurable/ income/ and/ characteristics/ population/

number/ educational/

9. Match the words and their definitions.

1 market share	A to separate or be separated into parts
2 marketer	B each of the parts into which something is or may be divided
3 variable	C carefully choose as being the best or most suitable
4 profitable	D reacting quickly and positively
5 to divide	E the portion of a market controlled by a particular company or product
6 to measure	F (of a business or activity) yielding profit or financial gain
7 responsive	G to assess the importance, effect, or value of (something)
8 to select	H activity done for enjoyment when one is not working
9 segment	I someone whose job involves marketing
10 recreation	J (of a quantity) able to assume different numerical values

10. Match the words in the right column with the words in the left column to make word combinations.

1 to divide the total market	a measurable characteristics
2 each segment is	b to all these questions
3 criteria for selecting	c lifestyles
4 to produce positive answers	d share
5 examples of	e difference
6 people personalities and	f into smaller parts
7 to generate a profitable	g the marketing channels
8 possible market	h sales volume
9 to bridge the	i a good segment
10 to buy from	j made up of people

SELF-STUDY

I. Use the correct form of the infinitive in the Complex Object constructions:

1. I saw the accountant (to turn) to the secretary and (to say) something.
2. The personal assistant didn't expect Director (to come) earlier than she did.
3. Jane never heard him (to speak) so much before.
4. The parties considered the matter (to settle).

II. Use the infinitive or the participle in the Complex Object constructions:

1. CEO found them (to discuss) the contract we signed the day before yesterday.
2. Everybody felt the situation (to change), the competition at the market (to get) stronger.
3. The Deputy Director wanted the letter (to post) immediately.
4. They consider him (to be) an expert on securities markets.
5. When will you have our annual report (to prepare)?

III. Complete the following sentences using the Complex Object constructions:

1. John like to deal with people
2. They expected us to
3. Did any of you see Mr Smith ... ?
4. Our Sales Manager didn't expect the partners to

IV. Read the text and translate it using the dictionary.

TEXT

BASES FOR MARKET SEGMENTATION

Identifying effective market segments can be difficult. Marketing practice includes the relatively simple of trial, error, intuition and copying what other marketers do. These methods may produce very good segments, but they often are ineffective. Markets are complex and constantly changing. Marketers need to use the best methods available to identify segments. Although no single method is best, four bases of segmentation are commonly used: demographic, geographic, psychographic, and behavioral.

Demographic segmentation. In this case, the market is divided into groups on the basis of variables such as population, age, sex, households, families, income, occupation, and education. These are the most commonly used variables for identifying segments.

Geographic segmentation is probably the most obvious form of market segmentation. Where consumers live greatly affects needs, wants and behaviour. Subdivisions, cities, counties, states, regions, and nations become the bases for geographic segmentation. Products are often related to geographic regions. Magazines are printed with special copies for certain geographic regions; marketers' advertisements are included to appeal to that region.

Psychographic segmentation includes such factors as lifestyle, personality, self-concept and other psychological influences on consumer behaviour. For example, lifestyle research determines peoples' activities, interests and opinions. Although difficult to measure, psychographic variables are useful and important for marketers.

In behavioral segmentation consumers are grouped according to their responses to product or service features and benefits desired. Another commonly used factor is the rate of use of a product or service by customers. This kind of segmentation through the use of desired benefits is the most effective method of segmentation.

V. State which of the sentences are true and which are false:

1. Although no single method is best, four bases of segmentation are commonly used: demographic, geographic, psychographic, and behavioral.
2. Demographic segmentation is probably the most obvious form of market segmentation.

3. Subdivisions, cities, counties, states, regions, and nations become the bases for geographic segmentation.
4. Psychographic segmentation includes such factors as population, age, sex, households, families, income, occupation, and education.
5. Lifestyle research determines the rate of use of a product or service by customers.

VI. Choose the correct variant a, b, c or d to fill in the gaps:

1. Marketers need to use the best methods available to _____ segments.
a) determine b) identify c) distinguish d) divide
2. These are the most commonly used _____ for identifying segments.
a) idices b) determinants c) variables d) factors
3. _____ segmentation includes such factors as lifestyle, personality, selfconcept and other psychological influences on consumer behaviour.
a) geographic b) demographic c) behavioral d) psychographic
4. In behavioral segmentation _____ are grouped according to their responses to product or service features and benefits desired.
a) markets b) buyers c) customers d) consumers
5. Although difficult to _____, psychographic variables are useful and important for marketers.
a) identify b) estimate c) measure d) determine

VII. Translate the following sentences into English:

1. Досвід країн, в яких функціонує ринкова економіка, свідчить про те, що вона являє собою ефективно працюючий механізм.
2. Міжнародний туризм для країн, що розвиваються, є джерелом надходження іноземної валюти й створення робочих місць.
3. Ринок розуміється як поєднання попиту і пропозиції, або як місце, де відбувається купівля-продаж товарів.
4. Процес функціонування ринкового механізму визначає ступінь ефективності ринкової економіки.

MODULE TEST

1. A _____ consists of a group of customers who share a similar set of needs and wants.
 - vertical marketing system
 - market basket
 - market share
 - market segment
 - market level
2. The process of selecting one or more market segments to enter is called market _____.
 - targeting
 - dominance
 - positioning
 - segmentation
 - research
3. Porsche concentrates on the sports car market. These would be examples of what is called _____.
 - single-segment concentration
 - selective specialization
 - product specialization
 - market specialization
 - full market coverage
4. Establishing and communicating the distinctive benefit(s) of the company's market offering for each target segment is a _____.
 - market research
 - market positioning
 - marketing effectiveness
 - market segmentation
 - market dominance

5. If a marketer decides to segment a market based on neighborhoods, the marketer will have chosen the _____ method of segmentation.

- demographic
- psychographic
- geographic
- cultural
- behavioral

Discussion questions

What are the different levels of market segmentation?

Managing international markets' segmentation, targeting, and positioning

- How can a company divide a market into segments?
- How should a company choose the most attractive target markets?
- What are the requirements for effective segmentation?
- How can a firm create, develop, and communicate a successful positioning strategy in the market?
- Why is the concept of positioning so important to marketing practitioners?
- How can companies seek to differentiate their offerings in today's market conditions?
- When might companies need to reposition their market offerings and what are the main inherent risks of such a strategy?
- How the global positioning may be addressed?
- Think of your need to purchase toothpaste.

How would you classify yourself in terms of the various segmentation schemes? How would marketing be more or less effective for you depending on the segment involved? How would you contrast demographic versus behavioural segment schemes? Which ones do you think would be most effective for marketers trying to sell toothpaste to you?

Marketing debate

1. Mass marketing is dead versus Mass marketing is still a viable way to successfully compete in the market.
2. The company should apply a certain segmentation approach throughout the whole organization (in different departments, for different purposes) versus Different segmentation approaches may be applied throughout the whole organization

MODULE II

THEME 1. PRODUCTS ON THE MARKET



VOCABULARY

product- продукт, продукція, виріб
effort- зусилля

item- окремий продукт

insurance- страхування

brand- торгова марка, бренд

test market - пробний ринок

1. Read the following words and expressions:

product	consumer product, convenience product (convenience good), shopping product, specialty product, unsought product, product of labour; product design; to make products;
shopping product	homogeneous shopping products, heterogeneous shopping products;
item	impulse item, emergency item;
insurance	life insurance.

2. Discuss the questions below:

1. How many groups of products do you know?
2. What do you buy for a personal use?
3. What is marketing strategy?
4. Why are many people willing to pay for branding products than for unbranded?

3. Read the text and retell it according to a plan:

VIDEO!!!!!!

VIDEO!!!!!!

This is a N5 Business Management revision tutorial focusing on Product Classification
<https://www.youtube.com/watch?v=IKqcdGeD4e4>

TEXT

PRODUCT CLASSIFICATION

Different marketing strategies are needed to market products with different classifications. Advertising, pricing, and selling techniques are affected by the nature of the product.

The most important product classification system is the identification of products as used by the consumer market or the industrial market.

A consumer product is an item that is purchased by a consumer for personal use.

One of the many classification systems identifies consumer product as convenience, shopping, specialty, and unsought products. Convenience and shopping products are differentiated by the degree of shopping effort the consumer is willing to use. Specialty and unsought products are differentiated by the degree of preference a consumer has established for a product.

Convenience products (or convenience goods) are purchased by consumers regularly with a minimum of time and effort. They are inexpensive and are bought frequently. Marketers divide convenience into three types:

- Staples – products purchased on a routine basis practically without any decision making (milk, bread, etc.).
- Impulse items – products purchased without planning or searching efforts.
- Emergency items are purchased when the need is urgent, they are not planned (tire repairs, snow shovels, medical supplies are the examples).

Shopping products are purchased after a lot of searching effort. Consumers spend a lot of time comparing quality, styles, process, durability, and many other features. Furniture, appliances, fashion clothing, automobiles, different equipment are shopping products for most consumers. These products tend to be more durable, more expensive, and more socially visible than most convenience goods.

Marketing strategies are more effective if shopping products are divided into two types:

- Homogeneous shopping products are very similar in quality.
- Heterogeneous shopping products are perceived as having different features between brands. The consumer sees differences in appearance, functions, quality, and lots of other features.

Specialty products are perceived as unique in some way or other and are highly preferred by some consumers. General types of specialty goods are: luxury goods, brand and specific models, such as Lamborghini cars, the clothes designed by famous designer (e.g. by Christian Dior and Versace), etc.

Unsought products are those which consumers know within about or do not care to know about. In many cases, consumers know of these products but do not believe that the products would solve any of their consumer problems. Life insurance, fire and burglar alarms, encyclopedias, and water softeners are good examples.

NOTES

preference – перевага

staple – основний продукт харчування

durability – тривалість

to perceive – розуміти, сприймати

burglar alarm – охоронна сигналізація

water softener – пом'якшувач води, пристрій для пом'якшення води

4. Are these sentences true or false? Correct the false sentences:

1. The most important product classification system is the identification of products as used by the consumer market or the industrial market.
2. Unsought products are very similar in quality.
3. Luxury goods, brand and specific models, such as Lamborghini cars, the clothes designed by famous designer (e.g. by Christian Dior and Versace), etc. are special types of general goods.
4. Convenience and shopping products are differentiated by the degree of shopping effort the consumer should use.
5. Different marketing strategies are needed to market products with different

classifications.

6. Marketing strategies are more effective if shopping products are divided into two types.
7. Life insurance, fire and burglar alarms, encyclopedias, and water softeners are shopping products for most consumers.
8. Emergency items are not planned.
9. Consumers do not care to know about quality, styles, process, durability, and many other features.
10. Snow shovels, medical supplies are not usually purchased even when the need is urgent although they are highly preferred by some consumers.

5. Choose the correct alternative:

1. Heterogeneous shopping products are *perceived/preferred* as having different features between brands.
2. Shopping products *turned/tend* to be more durable, more expensive, and more socially visible than most convenience goods.
3. One of the many classification systems identifies consumer product as convenience, shopping, *speciality/specialty*, and unsought products.
4. Advertising, pricing, and selling techniques *are affected/effected* by the nature of the product.
5. Specialty and unsought products are differentiated by the degree of preference a consumer/seller has established for a product.
6. Convenience products are *inexpensive/expensive* and are bought frequently.
7. Unsought products are those which consumers know within about or do not *care/look after* to know about.
8. Impulse items – products *inherited/purchased* without planning or searching efforts.
9. Life *insurance/insurgency*, fire and burglar alarms, encyclopedias, and water softeners are good examples.
10. Marketing strategies are more effective if shopping products are *connected/divided into* two types.

6. Fill in the blanks with appropriate words:

item clothing needed perceived unique tire strategies convenience solve routine

1. Staples – products purchased on a _____ basis practically without any decision making (milk, bread, etc.).
2. Heterogeneous shopping products are _____ as having different features between brands.
3. Specialty products are perceived as _____ in some way or other and are highly preferred by some consumers.
4. In many cases, consumers know of these products but do not believe that the products would _____ any of their consumer problems.
5. Marketing _____ are more effective if shopping products are divided into two types.
6. Marketers divide _____ into three types.
7. Different marketing strategies are _____ to market products with different classifications.
8. A consumer product is an _____ that is purchased by a consumer for personal use.
9. _____ repairs, snow shovels, medical supplies are the examples of emergency items.
10. Furniture, appliances, fashion _____, automobiles, different equipment are shopping products for most consumers.

7. Put the words in the correct order to make sentences.

1 product	A not recorded or reflected in economic statistics
2 specialty	B referring to an expensive thing which is not necessary but which is good to have
3 effort	C a basic food or raw material
4 invisible	D an act of using the mind or body to do something
5 luxury	E electrical machines which are used in the home, e.g. washing machines
6 technique	F mending or making good something which was broken
7 staple commodity	G an article or substance that is manufactured or refined for sale
8 repair	H a small copy of something made to show what it will look like when finished
9 domestic appliances	I the specific business interest or specific type of product that a company has
10 model	J a skilled way of doing a job

8. Match the words in the right column with the words in the left column to make word combinations.

1 impulse	a of shopping effort
2 product	b classification system
3 selling	c by consumers
4 purchase	d items
5 convenience	e a lot of time
6 to be highly preferred	f features
7 life	g techniques
8 spend	h on a routine basis
9 comparing	i insurance
10 degree	j goods

SELF-STUDY

I. Make questions to the following answers:

1. They showed us a model of the new office building
2. The nation's largest convenience store chain has expanded the range of bills it takes payments for to include gas and telephone services.
3. Thanks to the efforts of the finance department, overheads have been reduced.
4. We have a special technique for answering complaints from customers.

II. Read the text:

TEXT NEW PRODUCTS

Customers demand change: new models, styles, colours, and ways of solving problems. All successful product brands must be modified, improved, or replaced. That's why marketers need to market new products with some regularity. Thousands of products are variations of an original innovation introduced by marketers as new products. But a real new product is any item that a marketer offers to customers for the first time.

Marketers may develop new products by using each aspect of the marketing mix: product, promotion, place, price, and information about people. Product changes include form, features, models, and innovations. There are many examples: ballpoint pens, televisions, instant coffee, digital quartz watches, electronic equipment, etc.

But new products are challenging to develop and there are some reasons why this development may be such a challenge. First, new products cost a lot. Of course, they are worth the cost if they sell and make a profit. Also, competition is always challenging for marketers. New products should try to catch up to the competition or try to get ahead. Next, consumers always want new products but are very difficult to satisfy. The analysis of consumer behaviour is challenging in itself.

Not many new products satisfy all or even most consumers. Marketers usually need to aim their new product ideas at smaller definite markets. Besides, marketers should think of the development of new products as a process, a sequence of steps leading to the introduction of the new product in a market.

The first step of developing new products is the generation of ideas from many sources. The second step is the screening of these ideas for their quality and potential value to the company. The third step is the analysis of the idea by using sales, cost, and profit estimates. The fourth step is the manufacture of a limited number of physical products. The fifth step is selling the product in test markets to get customer reactions. The sixth step is the introduction of the product in one or more markets with a complete marketing program.

Manufacturers tend to use all steps in the process, but they don't always use every step. For example, a product may be rushed to the market without test marketing, etc.

NOTES

tochallenge – робити виклик

sequence – послідовність, черга, порядок

estimate – оцінка, оцінювання

torush – швидкодоставити

III. State which of the sentences are true and which are false:

1. Product changes include an original innovation introduced by marketers as new products.
2. Many new products satisfy all or even most consumers.
3. A real new product is any item that a marketer offers to customers for the first time.
4. Manufacturers always use every step.

5. Marketers should think of the development of new products as a process, a sequence of steps leading to the introduction of the new product in a market.

6. New products are worth the cost if they make a profit.

IV. Choose the correct variant a, b, c or d to fill in the gaps:

1. All successful product brands must be modified, improved, or

a) reorganized b) repaired c) replaced d) destroyed

2. First, new products a lot.

a) lost b) damage c) buy d) cost

3. New products should try to catch up to the competition or try to

a) back b) set up c) hand at d) get ahead

4. Marketers should think of the development of new products as a process, a of steps leading to the introduction of the new product in a market.

a) sequence b) existence c) consciousness d) majority

5. A product may be to the market without test marketing.

a) purchased b) sold c) rushed d) represented

V. Translate into English:

1. Петренко – менеджер. Він працює в компанії «Кока-кола».

2. Його компанія продає товари по всьому світу.

3. Михайлов часто зустрічається з представниками іноземних компаній.

4. Вони обговорюють ціни, умови оплати та доставки.

5. Петренко починає свій робочий день о дев'ятій ранку і закінчує о шостій вечора

THEME 2. INTERNATIONAL BRAND MANAGEMENT STRATEGIES



Key terms: brand, branding, brand portfolio, global brands, service brand, brand flanker, brand cash cow, low-end entry level brand, high-end prestige brand, global brand strategy, standardization, customisation, adaptation, country as a brand, place as a brand.

VIDEO!!!!!!

Marketing and branding: why is knowing the difference important? How do they work together?

<https://www.youtube.com/watch?v=7VOp-3PkzqY>

1. Understanding branding

A. What is a brand?

A brand is a name that is given to a particular product or service or range of products or services. It exists to distinguish a particular product or service from its competition.

A brand is a name, symbol, logo, design or image, or any combination of these which is designed to identify the product or service.

Brands can play a functional, rational or tangible role – related to the performance of the product or service. They may also play a more symbolic, emotional, or intangible role.

B. Managing brands: consumers and channels

Brands provide many advantages to customers and companies and valuable functions for companies within their channels of distribution and network.

- Brands signal a certain level of quality or expected level of satisfaction, so that satisfied buyers can easily choose the product or service again.
- Brands facilitate purchase so that customers do not have high levels of indecisions as to what to buy.
- Brands reduce the perceived risk in the purchase situation and reduce the time needed to shop or purchase.
- Brands create greater customer loyalty, which provides predictability and security of demand for the company and creates barriers to entry that make it difficult for other companies to enter the market. Brand loyalty can also translate into customer willingness to pay a higher price and make companies' market offer less vulnerable to competitive marketing activities or to marketing crises.
- Brands are hard to copy. Although competitors may duplicate product or service designs, they cannot easily match lasting impressions left in the minds of

individuals and organisations by years of marketing activity and customer experiences.

- Branding can be a powerful means to secure a competitive advantage.
- Brands help companies to differentiate their product or service from others.
- Brands increase marketing communication efficiencies.
- Brands attract higher quality employees.
- Brands elicit stronger support from channel and supply network partners.
- Brands create growth opportunities through brand extensions and licensing.
- Brands help companies to segment their markets and enable them to have a variety of different products or services within the same market but aimed at different target markets.

2. Managing brand portfolio

The brand portfolio is the set of all brands and brand lines a particular company offers for sale in a particular category or market segment. Marketers often need multiple brands in order to pursue multiple segments. The basic principle in designing a brand portfolio is to maximise market coverage, so that no potential customers are being ignored, but to minimise brand overlap, so company brands are not competing for customer approval. Each brand should be clearly differentiated and appealing to a sizeable enough market segment to justify its marketing and production costs.

Brands can also play a number of specific roles as part of a portfolio.

- Flanker or 'fighter' brands are positioned with respect to competitors' brands so that more important (and more profitable) flagship brands can retain their desired positioning.
- Cash cows are used when brands are kept around despite dwindling sales because they still manage to hold on to enough customers and maintain their profitability with virtually no marketing support. Companies can effectively 'milk' these 'cash cow' brands by capitalising on their reservoir of existing brand equity.
- Low-end entry level means the role of a relatively low-priced brand in the portfolio may often be to attract customers to the brand franchise. Retailers like to feature these 'traffic builders' because they are able to 'trade up' customers to a higher priced brand.
- High-end prestige refers to the role of a relatively high-priced brand in often to add prestige and credibility to the entire portfolio.

Globalisation has transformed how consumers engage with brands and in turn how marketing managers manage brands, nationally, internationally and globally.

3. Managing global brands

Global brands are brands that customers can find in multiple countries with generally similar and centrally coordinated marketing strategies. The marketing mix elements may change but the substantial brand values are comparable across countries. Global branding is about ensuring that people from different cultures, speaking different languages, recognise and want to purchase the brand.

When deciding to go global, it is important to notice that each country may have its own traditions, norms of behaviour and taboos. Thus, many global brands undergo some changes in product features, service design, packaging, channels, pricing or communications in different global markets.

The risks of taking a brand into international markets are as follows:

- Foreign markets can have different operating environments;
- Foreign markets can have different cultural histories and social institutions;
- Brands designed for global markets are not very customer oriented and thus they may not outclass other products or services to the extent they did in the home market.

A. Factors leading to increased global branding for European products and services

Many factors have encouraged phenomenal growth in global brands, including increased communication, travel, technology and marketing skill. Some factors include economic, cultural and media globalisation; oversaturated markets in Europe, the fall of Communism, the growing love of Western culture, global competition and population explosions.

B. Managing iconic global brands

Many of the major global brands are also iconic brands. Iconic brands are those brands that customers 'regard with awe' (e.g. Zara, Rolex, Mercedes and Gucci).

There are five required aspects for a brand to gain iconic status:

- Target national contradictions – iconic brands speak to mass society by challenging anxieties and desires in society.
- Create myths that lead culture – icons lead popular culture.
- Speak with a rebel's voice: iconic brands don't try to mimic their customers' tastes and feelings; instead, they challenge them.
- Draw on political authority to rebuild the myth: icons must be revitalised when ideology shatters; they can draw on the goodwill of the brand to rejuvenate ideas.
- Draw on cultural knowledge, which is vital for building icons. Understanding what is happening in a culture and responding to that.

C. Operating a global brand strategy

The ten steps below are the guidelines that company should follow when taking a brand global.

1. Understanding the similarities and differences in the global branding landscape.
2. Don't take short cuts in brand building.
3. Use all elements of the marketing mix.
4. Embrace integrated marketing communications.
5. Cultivate brand partnerships.
6. Balance standardisation and customisation.
7. Balance global and local management control.
8. Establish operable guidelines.
9. Implement a global brand equity measurement system.
10. Leverage brand elements.

The most important suggestions are outlined below.

The first – and most fundamental – guideline is to recognise that international markets can vary in terms of brand development, consumer behaviour, marketing infrastructure, competitive activity, legal restrictions and so on.

A standardisation strategy when the company keeps the costs low by using the same activities and reaching out to as many people as possible with the same marketing does not allow for the following differences in:

- consumer needs and wants;
- consumer values, attitudes and behaviour;
- economies, politics and cultures;
- consumer responses to marketing mix elements.

Virtually every top global brand and company adjusts its marketing activities program in some way across some markets but holds the parameters fixed in other markets.

The challenge, of course, is to get the right balance – to know which elements to customise or adapt and which to standardise. A 'glocal strategy' standardises certain core elements and localises other elements.

A critical success factor for many global brands has been their manufacturing and distribution and logistical advantages. There are three alternative ways to enter a new

global market:

- Exporting existing brands into the new market (geographic extensions)
- Acquiring existing brands already sold in the new market but not owned by the firm
- Creating some form of brand alliance with another firm (joint venture, partnership or licensing agreement).

4. Branding in developing countries

Similar to the decisions to enter any new market, marketing managers looking to enter developing economy markets have three strategy choices.

- Adapt the strategy
- Change the context
- Stay away.

5. Countries and places as brands

The idea of considering a country or place from a brand perspective only took hold in the last two decades. There are now many deliberately managed country brands. This type of marketing is often called place, country or tourism marketing. A country's branding is infinitely more complex than product or service branding. Many countries have strong associations, such as Scotland with Scotch Whisky, Germany with cars, Italy with fashion, and France with cosmetics and perfumery.

More specifically, effective country brand management requires the following:

- carrying out an analysis to determine the country's chief strengths, weaknesses, opportunities and threats;
- selecting some industries, personalities, natural landmarks and historical events that

could provide a basis for strong branding and storytelling;

- developing an umbrella concept of the country brand that covers, and is consistent with, all of its separate branding activities;
- allocation of sufficient national funds to carry out the branding strategy;
- through export controls, making sure that every exported product or service is reliable and delivers the promised level of performance.

TEST

1. A term brand includes in itself all EXCEPT:

- A) Name
- B) Symbol
- C) Logo
- D) Web-site
- E) Design
- F) Image

2. A brand _____ is the set of all brands and brand lines a particular firm offers for sale to buyers in a particular category.

- A) architecture
- B) position
- C) portfolio
- D) extension
- E) image

3. What is NOT true about brands?

- A) Branding can be a powerful means to secure a competitive advantage
- B) Brands help companies to differentiate their products from others
- C) Brands increase marketing communication efficiencies
- D) Brands attract higher quality employees

E) Brands elicit stronger support from channel and supply network partners

F) All mentioned is true

4. What is NOT required for a brand to gain an iconic status?

A) Keep focus on foreign markets.

B) Create myths that lead culture.

C) Speak with a rebel's voice.

D) Draw on political authority to rebuild the myth.

E) Draw on cultural knowledge, which is vital for building icons.

Discussion questions

What do we understand by branding?

What is your definition of brand?

How do we manage service brands?

What is digital branding?

What are the social networking branding challenges?

What are the challenges for managing global brands?

Explore the ten global branding strategies that must be followed to ensure success in global branding.

How is branding practiced in the developing world?

What is celebrity and country/place branding?

Do you ever choose not to buy a product because of its brand name? Why?

Marketing debate

1. Online branding has made it easier to manage global brands versus offline branding has made it more challenging to manage global brands.

2. Do you agree that "all brands have their day, brands can't be expected to last forever"?

SELF – STUDY

Dealing with competition

Key terms: competition, competitive forces, segment rivalry, new entrants, substitute products, threat of buyers, threat of suppliers, competitive strategies, defender strategy, flank strategy, pre-emptive strategy, counteroffensive strategy, mobile strategy, contraction strategy, market leader, market challenger, market follower, market nichers, frontal attack, flank attack, encirclement attack, bypass attack, guerilla marketing warfare, counterfeiter strategy, cloner strategy, imitator strategy, adapter strategy, competitor-centered companies, customer-centered companies.

1. Competitive forces

Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market or market segment: industry competitors, potential entrants, substitutes, buyers and suppliers.

Threat of intense segment rivalry

A segment is unattractive if it already contains numerous strong or aggressive competitors and if these competitors have high stakes in staying in the segment. It is even more unattractive if it is stable or declining, if economics or technology dictates that capacity can be increased only in large increments or if fixed costs or exit barriers are high.

Threat of new entrants

The most attractive segment is one in which entry barriers are high and exit barriers are low. Few new firms can enter the industry and poorly performing firms can easily exit.

Threat of substitute products

A segment is unattractive when there are actual or potential substitutes for the product. Substitutes place a limit on prices and on profits.

Threat of buyers' growing bargaining power

A segment is unattractive if buyers possess strong or growing bargaining power.

□□ Threat of suppliers' growing bargaining power

A segment is unattractive if the company's suppliers are able to raise prices or reduce quantity supplied.

2. Competitive strategies for market leaders

A company will next decide on a competitive strategy. The roles firms play in the market may include market leader, market challenger, market follower, and market nichers.

A. Expanding the total market

When the total market expands, the dominant firm gains the most usually. New customers can be attracted from those who might use it but do not, those who have never used it, and those who live elsewhere. These are the market penetration strategy, new-market segment strategy and geographical-expansion strategy.

Marketers can also increase the amount, level or frequency of consumption.

B. Protecting market share

The dominant firm must continuously and actively defend its current business. The most constructive response is continuous innovation.

In satisfying customer needs, we can draw a distinction between responsive marketing, anticipative marketing and creative marketing. A responsive marketer finds a stated need and fills it. An anticipative marketer looks ahead into what needs customers may have in the near future. A creative marketer discovers and produces solutions that customers did not ask for, but to which they enthusiastically respond. Creative marketers are market-driving firms.

A dominant firm can use six defense strategies: (1) defender, (2) flank, (3) pre-emptive, (4) counteroffensive, (5) mobile, and (6) contraction.

□□□Position defense means occupying and defending a positive and superior standing in consumers' minds.

□□ Flank defense tends to occur in the periphery of a company's main activities.

□□ Pre-emptive defense is to attack before the enemy starts its offence.

□□□In a counteroffensive, the leader can meet the attacker frontally or hit its flank or launch a pincer movement.

□□□In mobile defense, the leader stretches its domain over new territories that can serve as future centers for defense and offence through market broadening and market diversification. Market broadening shifts focus from the current product to the underlying generic need. Market diversification shifts into unrelated industries.

□□ Contraction defense means that companies give up weaker territories and reassign resources to stronger territories.

C. Expanding market share

Because the cost of buying higher market share may far exceed its revenue value, a company should consider four factors before pursuing increased share.

□□ The possibility of provoking action from competition authorities.

□□ Economic cost.

□□ Pursuing the wrong marketing activities.

□□ The effect of increased market share on action and perceived quality.

3. Other competitive strategies

Most firms are not market leaders. These firms adopt one of the following strategies.

A. Market-challenger strategies

There are certain competitive attack strategies available to market challengers.

1. Defining the strategic objectives and opponents

The challenger can attack the market leader, firms of its own size that are struggling, or smaller local and regional firms.

2. Choosing a general attack strategy

It can choose from five attack strategies.

□□ In a pure frontal attack, the attacker matches its opponent's product, advertising, price and distribution.

□□ A flank attack can be directed along two strategic dimensions – geographic and segmental.

□□□ The encirclement attack is an attempt to capture a wide slice of the enemy's territory through a blitz. It means launching a grand offensive on several fronts.

□□ The bypass attack means bypassing the enemy altogether and attacking easier markets to broaden the firm's resource base. This strategy offers three lines of approach: diversifying into unrelated products, diversifying into new geographical markets and leapfrogging into new technologies to supplant existing products.

□□□ Guerilla warfare consists of waging small, intermittent attacks to harass and demoralise the opponent and eventually secure permanent footholds.

3. Choosing a specific attack strategy

The challenger must go beyond the five broad strategies and develop more specific strategies.

B. Market-follower strategies

There are four broad strategies:

1. The counterfeiter duplicates the leader's product and packages and sells it on the black market or through disreputable dealers.

2. The cloner emulates the leader's products, name and packaging, with slight variations.

3. The imitator copies some things from the leader but maintains differentiation in terms of packaging, advertising, pricing or location.

4. The adapter takes the leader's products and adapts or improves them.

C. Market-nicher strategies

An alternative to being a follower in a large market is to be a leader in a small market or niche.

4. Balancing customer and competitor orientations

A. Competitor-centered companies

A competitor-centered company sets its course as follows: (1) observed situation and (2) reactions.

B. Customer-centered companies

A customer-centered company focuses more on customer developments in formulating its strategies.

5. Competing in an economic downturn

Given economic cycles, which happen in different countries, regions, and globally, there will always be tough times. This section provides five guidelines to improve the odds for success during an economic downturn.

A. Explore the upside of increasing investment

Forty years of evidence suggests those willing to invest during a recession have, on average, improved their fortunes when compared with those that cut back. With such strong evidence, marketers should consider the potential upside and positive payback of an increased investment that seizes market opportunities.

B. Get closer to customers

In tough times, consumers may change what they want and can afford, where and how they shop, even what they want to see and hear from a firm. Marketers should evaluate this factor to fine-tune their marketing program and capitalise on new insights.

C. Review budget allocations

Budget allocations can be sticky and not change enough to reflect a fluid marketing

environment. A recession provides an opportunity for marketers to closely review how much and in what ways they are spending their money. Budget reallocations can open up promising new options and eliminate sacred-cow approaches that no longer provide sufficient revenue benefits. For example, underperforming distributors can be weeded out and incentives provided to motivate the more effective product sellers.

D. Put forth the most compelling value proposition.

One mistake in a recession is to be overly focused on price reductions and discounts, which can harm long-term brand equity and price integrity. Marketers should increase – and clearly communicate – the value their brands offer, making sure consumers appreciate all the financial, logistical and psychological benefits compared with the competition.

E. Fine-tune brand and product offerings.

Marketers must ensure they have the right products to sell to the right consumers in the right places and times. They can review product portfolios and brand architecture to confirm that brands and sub-brands are clearly differentiated, targeted and supported based on their prospects.

Quiz

1. Which of the following is NOT among the five forces identified by Michael Porter that determine the intrinsic long-run attractiveness of a market or market segment?

- A) Intense segment rivalry
- B) New entrants
- C) Substitute products
- D) Government
- E) Buyers' growing bargaining power
- F) Suppliers' growing bargaining power

2. The market _____ has the largest market share and usually shows the way to other firms in price changes, new-product introductions, distribution coverage, and promotional intensity.

- A) challenger
- B) entrant
- C) follower
- D) nichers
- E) leader

3. The actual and potential rival offerings and substitutes that a buyer might consider are referred to as the _____.

- A) supply chain
- B) global market
- C) value proposition
- D) competition
- E) marketing environment

4. _____ defense involves occupying and defending a positive and superior standing in consumers' minds.

- A) Position
- B) Flank
- C) Preemptive
- D) Mobile
- E) Contraction

5. The defensive marketing strategy wherein a stream of new products are introduced by a firm and are announced in advance are referred to as _____ defense.

- A) mobile
- B) counteroffensive

- C) preemptive
- D) contraction
- E) flank

6. An alternative to being a market follower in a large market is to be a leader in a small market. This type of competitor is called a _____.

- A) marketing king
- B) market nichers
- C) segment king
- D) guerilla marketer
- E) strategic clone

7. Market _____ generally have a smaller market share than other players and they are willing to maintain their share and not rock the boat.

- A) challengers
- B) leaders
- C) nichers
- D) rivals
- E) followers

8. In a pure _____ attack, the attacker matches its opponent's product, advertising, price, and distribution.

- A) guerilla
- B) bypass
- C) encirclement
- D) frontal
- E) flank

9. The _____ attack offers the firm an opportunity to diversify into unrelated products, into new geographical markets, and leapfrogging into new technologies.

- A) bypass
- B) flank
- C) frontal
- D) guerrilla
- E) encirclement

Discussion questions

- How do marketers identify primary competitors?
- How can market leaders expand the total market and defend market share?
- How should market challengers attack market leaders?
- How can market followers or nichers compete effectively?
- What are the approaches to competing in an economic downturn
- Pick an industry.

Classify firms according to the four different roles they might play:

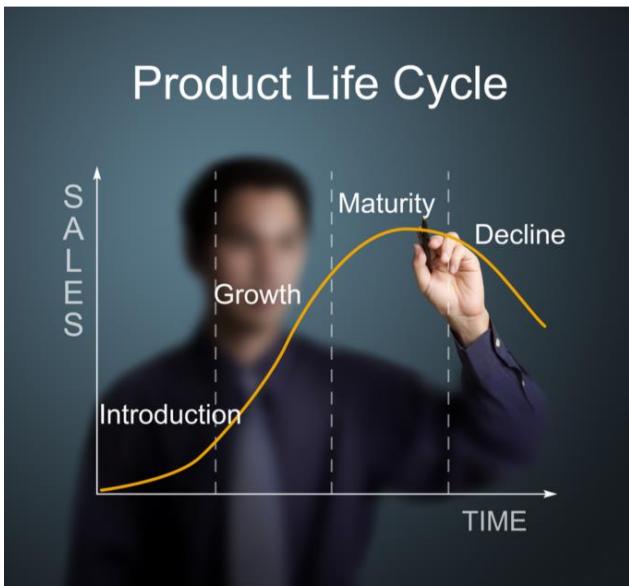
leader, challenger, follower and nichers.

How would you characterise the nature of competition? Do the firms follow the principles described above in this Subject?

Marketing debate

1. The best way to challenge a leader is to attack its strengths versus The best way to attack a leader is to avoid a head-on assault and to adopt a flanking strategy.
2. Do you agree that rational-based appeal in positioning is more effective than emotionbased positioning appeal.

THEME 3. PRODUCT LIFE CYCLE



VOCABULARY

product lifecycle	(PLC)	-
життєвийциклпродукту	-	-
to maintain price level	-	-
підтримуватирівеньцін	-	-
peak sales - пікпродажу	-	-
alive -живий	-	-
maturity -зрілість	-	-
decline - занепад, зниження	-	-
saturation -насичення	-	-
steady -стійкий, постійний, рівномірний, неухильний	-	-
marketplace -ринок, місцедляринку; ринковаплоща	-	-
channel of distribution (trade channel)	-	-
каналрозподілу (каналзбуту)	-	-
direct distribution channel	-	-

прямийканалрозподілу

multiple channels - численні (різноманітні) канали

middlemen (intermediary) - посередники (посередник)

franchising - франчайзинг

franchiser - франчайзер (франчайзинговакомпанія)

franchisee - особа, яка отримала право самостійного представництва

franchise - франшиза

to grapple - зачепитися

ultimate - остаточний

misleading - вводитивоману

1. Discuss the questions below:

1. How to generate profit?
2. What periods in person's life do you know?
3. What does each period represent?
4. What sort of information might business need to run successfully?

2. Read and translate the text using a vocabulary. Learn the underlined words. Retell the text:

VIDEO!!!!

Watch this video if you want to understand the product life cycle and how it impacts businesses.

<https://www.youtube.com/watch?v=ob5KWs3I3aY>

TEXT

PRODUCT LIFE CYCLE

After the introduction of a new product, marketers hope to keep it alive for a long time. The marketer's goal is to develop a product that generates sales and produces a satisfactory profit during its life on the market. The stages that a product passes through from introduction to removal from the market are called **a product life cycle (PLC)**. PLC is a progression of a product through four stages: introduction, growth, maturity, and decline. If the product fails to provide a satisfactory return after a long period of rapidly declining sales, it is dropped, and marketing efforts are applied to new or successful products.

Introduction is a period of beginning sales that usually increase slowly without generating profits. The marketer would like a very short introductory stage because this always means rapidly increasing sales.

The product needs a lot of promotion during this stage.

Growth is a period of rapid sales increase and high unit profits. The time, cost, and effort used to market the product are beginning to pay off.

Because one or more products are growing and successful in a given market, new competitors will enter the market. Competition begins to get tough. But in spite of this competition, marketers are able to maintain price levels because of overall increasing demand.

Maturity is a period of a decreasing rate of sales increase and a level of sales. Total profit peak early in this period and then start to decline. Some marketers call this the peak sales, or saturation, period. The product has reached a point at which customers are buying about as much of it as they need and want. The maturity stage constitutes the longest period.

Decline is a period when sales and profits decrease at a rapid rate. In some cases, the decline may be slow but steady over a long period. The decline stage is the time for the marketer to reduce costs and the number of models offered.

3. Are these sentences true or false? Correct the false sentences:

1. The maturity stage constitutes the shortest period.
2. Introduction usually increases slowly without generating profits.
3. To develop a product that generates sales and produces a satisfactory profit during its life on the market is the marketer's goal.
4. Total profit peak early in the period of growth.
5. The stages that a product passes through from introduction to removal from the market are called growth stages.
6. Some marketers call maturity the peak sales, or saturation, period.
7. PLC is a progression of a product through four stages: introduction, growth, maturity, and decline.
8. If the product fails to provide a satisfactory return after a long period of rapidly declining sales, marketing efforts are applied to new or successful products.
9. The product needs a lot of promotion during a stage of decline.
10. Maturity is a period of beginning sales that usually increase slowly without generating profits.

4. Choose the correct alternative:

1. The product has *reached/achieved* a point at which customers are buying about as much of it as they need and want.
2. After the *presentation/introduction* of a new product, marketers hope to keep it alive for a long time.
3. In some cases, the decline may be slow but *stealthy/steady* over a long period.
4. Because one or more products are growing and successful in a given market, new competitors will *increase/enter* the market.
5. Competition begins to get *taught/tough*.
6. *In spite/despite* of this competition, marketers are able to maintain price levels because of overall increasing demand.
7. Maturity is a period of a *decreasing/increasing* rate of sales increase and a level of sales.
8. Decline is a period when sales and profits decrease at a *rapid/rancid* rate.
9. The decline stage is the time for the marketer to reduce costs and the number of

models *ordered/offered*.

10. The product has reached a point at which customers/employers are buying about as much of it as they need and want.

5. Fill in the blanks with appropriate words:

growth marketers increases generates removal satisfactory rapidly maturity to pay off saturation

1. The time, cost, and effort used to market the product are beginning _____.
2. _____ is a period of rapid sales increase and high unit profits.
3. If the product fails to provide a _____ return after a long period of rapidly declining sales, it is dropped, and marketing efforts are applied to new or successful products.
4. The marketer's goal is to develop a product that _____ sales and produces a satisfactory profit during its life on the market.
5. After the introduction of a new product, _____ hope to keep it alive for a long time.
6. PLC is a progression of a product through four stages: introduction, growth, _____, and decline.
7. Introduction usually _____ slowly without generating profits.
8. The stages that a product passes through from introduction to _____ from the market are called a product life cycle (PLC).
9. Some marketers call maturity the peak sales, or _____, period.
10. The marketer would like a very short introductory stage because this always means _____ increasing sales.

6. Match the words and their definitions.

1 middlemen

A the final stage in the life cycle of a product when the sales and profitability are falling off and the product is no longer worth investing in

2 decline

B the act of selling a licence to trade as a franchise

3 saturation

C a person who runs a franchise

4 franchise

D the process of filling completely

5 franchisee

E a businessperson who buys from the manufacturer and sells to retailers or to the public

6 e-marketplace

F a license to trade using a brand name and paying a royalty for it

7 sales channel

G a person who licenses a franchise

8 franchising

H any means by which products can be brought into the marketplace and offered for sale, either directly to the customer or indirectly through retailers or dealers

9 steady

I continuing in a regular way

10 franchiser

J a network of connections that brings business-to-business buyers and sellers together on the Internet and enables them to trade more efficiently online

7. Match the words in the right column with the words in the left column to make word combinations.

1 to keep

a from the market

2 rate of	b sales
3 reach	c life cycle
4 to reduce	d a point
5 marketing	e efforts
6 product	f to pay off
7 to maintain	g sales
8 removal	h costs
9 beginning	i price level
10 to generate	j alive

SELF-STUDY

I. Use the correct form of the infinitive:

1. The work proved (to be) difficult (to do) within such a short period of time.
2. He is known (to graduate) from Oxford.
3. I am sure (to ask) this question at the examination tomorrow.
4. He seemed (to watch) the clock for a long time.

II. Translate the following sentences:

1. We heard him explaining something to his son.
2. They watched the company dealing with two different levels of the economy
3. We saw the firms existing to serve customers and the needs of society.
4. I believe them to have come to an agreement.
5. I suppose the students to be taking examinations now.

III. Supply one of the known to you words of the same root. Make up sentences using these words: classify, reduce, franchise, occur, market

IV. Translate into English using Complex Subject:

1. Відомо, що студенти складають іспити двічі на рік.
2. Здається, я знаю цю людину.
3. Вона виявилась гарним спеціалістом.
4. Цілком імовірно, що ви зможете отримати відсотки від продажу. 5. Можна вважати, що питання вирішено.

V. Read the text. Ask five questions on the text and render it in English:

TEXT **CHANNELS OF DISTRIBUTION**

All small manufacturers and producers as well as large corporate firms grapple with decisions about getting their products into the marketplace. For this purpose there exist channels of distribution (or trade channels), which are involved in the process of moving products or services to the buyer.

A channel of distribution consists of middlemen, sometimes called intermediaries, specializing in carrying out the transfer of a product between the manufacturer and the customer. In a direct distribution channel, the manufacturer or producer sells to the ultimate consumer. For example, a bakery produces pies and cakes and sells them directly to the customer.

Indirect distribution channels require the use of middlemen in selling products and services or facilitating such sales. An important method for establishing middlemen in distribution channels has become *franchising*. The franchiser (corporation) grants the franchisee (the individual or group) the exclusive right to use the franchiser's name in a certain territory, usually in exchange for an initial fee plus monthly payments. Both the agreement and the individual business are called a franchise.

As a place strategy a manufacturer may use dual channels. While the term is common in marketing terminology, it is a bit misleading. Actually the manufacturer uses multiple channels, that is, more than two distribution channels.

VI. State which of the sentences are true and which are false:

1. The franchisee (corporation) grants the franchiser (the individual or group) the exclusive right to use the franchiser's name in a certain territory, usually in exchange for an initial fee plus monthly payments.
2. A manufacturer may use dual channels.
3. Indirect distribution channel means that the manufacturer or producer sells to the ultimate consumer.
4. A channel of distribution consists of middlemen, sometimes called intermediaries.
5. A bakery produces pikes and cakes and sells them directly to the customer.
6. Trade channels are involved in the process of moving products or services to the buyer.

VII. Choose the correct variant a, b, c or d to fill in the gaps:

1. Indirect distribution channels require the use of middlemen in selling products and services or such sales.
a) fascinated b) fasciculated c) facilitating d) funding
2. The corporation grants the individual or group the exclusive right to use the franchiser's name in exchange for an initial plus monthly payments.
a) knee b) bee c) fee d) rate
3. An important method for establishing middlemen in distribution channels has become
a) franchisee b) franchising c) franchise d) franchiser
4. While the term is common in marketing terminology, it is a bit
a) misconception b) comfort c) stress d) misleading
5. Both the and the individual business are called a franchise.
a) agreement b) group c) mass d) company

VIII. Translate into English:

1. З ряду причин аналіз стає настільки складним, що з'являється тенденція втратити слід явища, яке ми відстежуємо.
2. Мікроекономічний аналіз передбачає ретельний аналіз індивідуальних рішень відносно окремих товарів.
3. При ринковій економіці споживач вирішує, що має вироблятися.
4. Коли фірми приватизовані, вони намагаються давати як можна більше прибутку.
5. Посередник отримує відсотки від продажу.

IX. Choose the necessary word and put it in the sentence:

1. They use both direct and indirect... of distributions.
2. Agent middlemen do not... to goods they deal in.
3. Usually wholesaling... stands between the producer and the consumer.

X. Make an oral presentation of the products you like.

THEME 4. RETAILERS AND WHOLESALERS



VOCABULARY

retail institution- роздрібна установа

small-scale business -малий бізнес

financial outlay -фінансові витрати

retailing -роздрібна торгівля

retailer-роздрібний торговець

onlineretailing-роздрібна торгівля за допомогою мережі Інтернет

non-shopretailing-форма роздрібної торгівлі без участі магазину

retailpricing-процес ціноутворення, коли роздрібний торговець продає товар за ціною, встановленою виробником

at a reasonable price -за розумною ціною

chain store -мережа магазинів

independent store- незалежний магазин

voluntary -добровільний

to persuade -переконати

to lack -бракувати, не вистачати (чого-небудь)

to occur -відбуватися

wholesaler-оптовий торговець

merchant wholesaler -покупець-оптовик

full-service wholesaler- оптовик з повним спектром послуг

limited-service wholesaler -оптовик з обмеженим обслуговуванням

national wholesaler -національний оптовик

regional (sectional) wholesaler -регіональний (секційний) оптовик

local wholesaler -місцевий оптовик

merchandiseagent-агентпродажутоварів

broker-брокер

headquarter-штаб-квартира

mailorder-замовленняпоштою

door-to-doorsale-спосіб продажу, коли товар пропонується торговими представниками, які приходять додому до потенційних покупців

outlet -ринок збути; торгова точка

1. Now answer the questions.

1. Will all of these activities be done in your company?

2. Which of the activities will you be responsible for?

3. Who will you speak to in English? What about? What English texts will you read?

Will you write in English?

4. What is the most difficult to do in English?

2. Give Ukrainian equivalents of the following:

Middleman, to store goods, to print on the product, mark-up amount, merchandise, to generate telephone orders, to obtain from the seller, business-to-consumer transaction, subordinated services, overall distribution strategy, to be out of reach, from producer to final consumer, to play important role, to buy in a large quantity, direct exchange of goods, individual lot, direct consumption, something of economic value, door-to-door sale, by extending credit, mail order, advertisement.

3. Match and learn the synonyms:

A: commerce, to generate, to ship, merchandize, to comprise, middleman, to drive, entity, to allow, manufacturer;

B: to let, organization, dealer, producer, to manage, to include, goods, to create, trade, to transfer.

4. Match and learn the opposites:

A: non-shop retailing, primary, sale, necessary, to involve, subordinate, partial, to receive, convenient, mark up;

B: to send out, full, inconvenient, to exclude, discount, unnecessary, purchase, fundamental, shop retailing, ultimate.

5. Discuss the questions below:

1. Why wholesalers and retailers are called middlemen?

2. What is retailing? What are the characteristic features of this process?

3. There are several ways in which consumer can receive goods from a retailer: counter service, where goods are out of reach of buyers and must be obtained from the seller. This type of retail is common for small expensive items (e.g. jewellery) and controlled items like medicine and liquor.

- delivery (commerce), where goods are shipped directly to consumer's homes or workplaces. Mail order from a printed catalogues was invented in 1744. Ordering by telephone is now common, either from a catalogue, newspaper, television advertisement or a local restaurant menu, for immediate service (especially for pizza delivery).

- direct marketing, including telemarketing and television shopping channels, are also used to generate telephone orders.

- online shopping started gaining significant market share in the 2000's.

- door-to-door sales, where the salesperson sometimes travels with the goods for sale.

- self-service, where goods may be handled and examined prior to purchase.

Which one would you like?

6. Read and translate the text:

**TEXT
RETAILERS**

Over 80 per cent of all retail institutions are classified as small-scale businesses, they are small and specialized. The financial and legal requirements for opening a retail business are few. Small restaurants, produce shops, health food stores, service stations require small financial outlays. So, retailing consists of buying a satisfying assortment of products for some consumer market segments, making these products available at a reasonable price, and persuading the customers that the products will satisfy them. Retailing focuses on the final consumer, not focusing on industrial users.

Retailers can be classified by type of ownership such as:

- chain stores* which consist of a group of centrally owned and managed stores and sell similar products;
- independent stores* which are operated by a proprietor, partnership, or corporation;
- voluntary chains* initiated and sponsored by a wholesaler to assure, that retail outlets

exist for the products which the wholesaler handles;

franchises: the franchised retailer has the advantage of national advertising, cooperative buying, and other benefits which the independent retailer lacks. The largest growth of franchises has occurred in service businesses.

7. Are these sentences true or false? Correct the false sentences:

1. Small restaurants, produce shops, health food stores, service stations require door-to-door sale.
2. Wholesalers can be classified by type of ownership such as chain stores which consist of a group of centrally owned and managed stores and sell similar products.
3. The franchised retailer has the advantage of national advertising, cooperative buying, and other lacks which the independent retailer needs.
4. The financial and legal requirements for opening a retail business are few.
5. The largest growth of franchises has occurred in service businesses.
6. National wholesalers are initiated and sponsored by a wholesaler.
7. Retailing focuses on the final consumer, not focusing on industrial users.
8. Independent stores are operated by a proprietor, partnership, or financial outlay.
9. Retail outlets exist for the products which the broker handles.
10. Retailing consists of buying a satisfying assortment of products for some consumer market segments, making these products available at a reasonable price, and persuading the customers that the products will satisfy them.

8. Choose the correct alternative:

1. Small restaurants, produce shops, health food stores, service stations *acquire/require* small financial outlays.
2. *Retailing/Wholesaling* focuses on the final consumer, not focusing on industrial users.
3. *Chain/Chinese* stores consist of a group of centrally owned and managed stores and sell similar products.
4. Over 80 per cent of all retail *institutes/institutions* are classified as small-scale businesses, they are small and specialized.
5. *Voluntary/Vulnerable* chains initiated and sponsored by a wholesaler to assure, that retail outlets exist for the products which the wholesaler handles.
6. The financial and legal *requirements/requirements* for opening a retail business are few.
7. Independent stores which are operated by a *proprietor/prosecutor*, partnership, or corporation.
8. Retailing consists of buying a satisfying assortment of products for some consumer market *segments/outlets*.
9. The largest *growth/decline* of franchises has occurred in service businesses.
10. Retailer has to *lack/persuade* the customers that the products will satisfy them.

9. Fill in the blanks with appropriate words:

channels voluntary link overall provides outlet distribution business-to-consumer delivery ultimate

1. Trade is the _____ exchange of goods, services, or both.
2. Commerce is a moving of goods from the man who wants to sell, to the man who is willing to buy, or, as it is sometimes expressed, the exchange and _____ of goods and services.
3. There are different _____ of distribution of goods.
4. Wholesaling _____ channels of distribution, which help to bring goods to

the market.

5. Retailing is selling goods and services to the _____ consumer.
6. The retailer is the final _____ from the producer to the consumer that is why this is the most expensive in the chain of distribution.
7. Retailing may include subordinated services, such as _____.
8. Manufacturing marketers see the process of retailing as a necessary part of their _____ distribution strategy.
9. Online retailing, a type of electronic commerce used for _____ (B2C) transactions and mail order are forms of non-shop retailing.
10. The retailer also stores the goods in his _____ by having goods available.

10. Match the words and their definitions.

1 retailing	Aa dealer who acts as a middleman between a buyer and a seller
2 chain store	B a place where something can be sold
3 lack	C the main office, where the board of directors meets and works
4 voluntary	D to talk to someone and get them to do what you want
5 persuade	E done freely without anyone forcing you to act; done without being paid
6 broker	F working in a small way, with few staff and not much money
7 headquarter	G the fact of not having enough
8 outlet	H money spent, expenditure
9 small-scale	I one store in a chain
10 outlay	J the selling of full-price goods to the public

11. Match the words in the right column with the words in the left column to make word combinations.

1 at a reasonable	a store
2 merchandise	b price
3 retail	c retailing
4 door-to-door	d sale
5 mail	e of products
6 online	f outlay
7 independent	g institution
8 assortment	h order
9 financial	i chain
10 voluntary	j agent

SELF-STUDY

I. Complete the sentences using the proper words from the list below:

Displays, market, cost-plus pricing, subordinated services, distribution strategy, ultimate buyer, advertising, aids to trade, middleman

1. Commerce involves trade and _____ which help in the exchange of goods and services.
2. A _____ is any person or firm that enters the distribution process between the manufacturer and _____.
3. A mechanism that allows trade is called a _____.
4. Retailing may include _____, such as delivery.
5. The pricing technique used by most retailers is _____.
6. The retailer helps to promote the product through _____, _____ or sales people.
7. Manufacturing marketers see the process of retailing as a necessary part of their overall _____.

II. Put questions to the bold part of the sentence:

1. **Commerce** is a division of trade or production which deals with the exchange of goods and services from producer to final consumer.
2. Wholesaling provides **channels of distribution**, which help to bring goods to the market.
3. Mail order from a printed catalogues was invented **in 1744**.
4. Sometimes a shopping street has a partial or full roof **to protect customers from precipitation**.
5. An indirect channel is used **to market manufactured consumer goods**.
6. Trade is also called **commerce or transaction**.
7. **Door-to-door sale** is the process when the salesperson sometimes travels with the goods for sale.

III. Read the text. Put 10 questions to cover all the text. Retell the text:

TEXT WHOLESALEERS

Wholesalers are not as visible as retailers. Nevertheless, they are important middlemen who play a large role in transferring possession of products to others, who buy them either for resale or for industrial use. The wholesaler does not usually sell to the ultimate consumer.

Wholesalers can be classified into some groups: merchant wholesalers and merchandise agents, and brokers.

Merchant wholesalers may be full-service wholesalers which handle either consumer or industrial products, and they may buy, sell, grade, store, assemble, transport, finance, take risks, and gather market information; or limited-service wholesalers who do not engage in all these activities.

As for agent wholesalers, they operate in many different fields, but typically they concentrate on such lines as foods, grain, cooper, steel, machinery, electronic supplies, and textiles.

Another useful classification of wholesalers is based on territory on which they operate. National wholesalers tend to operate on a national scale. Sales activity of regional (sectional) wholesalers is restricted to a limited number of regions. Local wholesalers limit their operations to a metropolitan area within the confines of a radius of 75 to 150 km of their headquarters.

IV. State which of the sentences are true and which are false:

1. Local wholesalers limit their operations to a metropolitan area within the confines of a radius of 75 to 150 km of their headquarters.

2. As for agent wholesalers, they operate in many different fields, but typically they concentrate on such lines as foods, grain, cooper, steel, machinery, electronic supplies, and textiles.
3. Brokers can be classified into some groups: merchant wholesalers and merchandise agents.
4. Wholesalers are not as visible as retailers.
5. The wholesaler usually sells to the ultimate consumer.
6. Merchant wholesalers may buy, sell, grade, store, assemble, transport, finance, take risks, and require market information.

V. Choose the correct variant a, b, c or d to fill in the gaps:

1. Limited-service wholesalers who do not in all these activities.
a) excite b) engage c) exchange d) range
2. Typically agent wholesalers concentrate on such lines as foods, grain, cooper, steel, machinery, electronic, and textiles.
a) surprise b) supplies c) rise d) surplus
3. Wholesalers are important middlemen who play a large role in possession of products to others, who buy them either for resale or for industrial use.
a) transferring b) transaction c) delivering d) delaying
4. Another classification of wholesalers is based on territory on which they
a) import b) plan c) operate d) persuade
5. Sales activity of regional (.....) wholesalers is restricted.
a) sectional b) additional c) industrial d) traditional

VI. Translate the sentences:

1. Ринок – це механізм, що дозволяє торгувати товарами та послугами.
2. Найдовшим каналом транспортування товарів та послуг від виробника до споживача є непрямий канал збути.
3. Бартер – це простий обмін товарами і він все ще існує в наші дні.
4. Гуртова та роздрібна торгівля відіграють важливу роль у процесі розповсюдження товарів.
5. Вихідною формою торгівлі був бартер, тобто прямий обмін товарами та послугами.
6. Роздрібна торгівля включає таку допоміжну послугу, як доставка.

MODULE TEST

1. Are these sentences true or false? Correct the false sentences:

1. The most important product classification system is the identification of products as used by the consumer market or the industrial market.
2. Unsought products are very similar in quality.
3. Luxury goods, brand and specific models, such as Lamborghini cars, the clothes designed by famous designer (e.g. by Christian Dior and Versace), etc. are special types of general goods.
4. Convenience and shopping products are differentiated by the degree of shopping effort the consumer should use.
5. Different marketing strategies are needed to market products with different classifications.
6. Marketing strategies are more effective if shopping products are divided into two types.
7. Life insurance, fire and burglar alarms, encyclopedias, and water softeners are shopping products for most consumers.
8. Emergency items are not planned.
9. Consumers do not care to know about quality, styles, process, durability, and many other features.
10. Snow shovels, medical supplies are not usually purchased even when the need is urgent although they are highly preferred by some consumers.

2. Choose the correct alternative:

1. Heterogeneous shopping products are *perceived/preferred* as having different features between brands.
2. Shopping products *turned/tend* to be more durable, more expensive, and more socially visible than most convenience goods.
3. One of the many classification systems identifies consumer product as convenience, shopping, *speciality/specility*, and unsought products.
4. Advertising, pricing, and selling techniques *are affected/effected* by the nature of the product.
5. Specialty and unsought products are differentiated by the degree of preference a consumer/seller has established for a product.
6. Convenience products are *inexpensive/expensive* and are bought frequently.
7. Unsought products are those which consumers know within about or do not *care/look after* to know about.
8. Impulse items – products *inherited/purchased* without planning or searching efforts.
9. Life *insurance/insurgency*, fire and burglar alarms, encyclopedias, and water softeners are good examples.
10. Marketing strategies are more effective if shopping products are *connected/divided into* two types.

3. Fill in the blanks with appropriate words:

item clothing needed perceived unique tire strategies convenience solve routine

1. Staples – products purchased on a _____ basis practically without any decision making (milk, bread, etc.).
2. Heterogeneous shopping products are _____ as having different features between brands.
3. Specialty products are perceived as _____ in some way or other and are highly preferred by some consumers.
4. In many cases, consumers know of these products but do not believe that the products would _____ any of their consumer problems.

5. Marketing _____ are more effective if shopping products are divided into two types.

6. Marketers divide _____ into three types.

7. Different marketing strategies are _____ to market products with different classifications.

8. A consumer product is an _____ that is purchased by a consumer for personal use.

9. _____ repairs, snow shovels, medical supplies are the examples of emergency items.

10. Furniture, appliances, fashion _____, automobiles, different equipment are shopping products for most consumers.

4. Choose the correct variant a, b, c or d to fill in the gaps:

1. All successful product brands must be modified, improved, or

a) reorganized b) repaired c) replaced d) destroyed

2. First, new products a lot.

a) lost b) damage c) buy d) cost

3. New products should try to catch up to the competition or try to

a) back b) set up c) hand at d) get ahead

4. Marketers should think of the development of new products as a process, a of steps leading to the introduction of the new product in a market.

a) sequence b) existence c) consciousness d) majority

5. A product may be to the market without test marketing.

a) purchased b) sold c) rushed d) represented

5. Translate into English:

1. Петренко – менеджер. Він працює в компанії «Кока-кола».

2. Його компанія продає товари по всьому світу.

3. Михайлов часто зустрічається з представниками іноземних компаній.

4. Вони обговорюють ціни, умови оплати та доставки.

5. Петренко починає свій робочий день о дев'ятій ранку і закінчує о шостій вечора

6. Choose the correct alternative:

1. Marketers **create/design** products and services in order to meet the demands of many different types of markets.

2. Marketing **strategy/practice** requires the identification of two basic types of markets, usually called the consumer market and the industrial market.

3. For example, one who **produces/purchases** a calculator to use at home for personal use is part of the consumer market for calculators.

4. The **product/consumer** market is the largest market as for number of members.

5. The major members of the **finance/industrial** market are producers, trade industries, governments, and non-profit organizations.

6. The **producer/marketer** needs to determine carefully the reasons for the purchase of a product or service.

7. Their salaries and jobs often depend on purchase contracts that eventually produce a **profit/interest**.

8. The **consumer/product** market is a market for all the newly produced goods and services in the economy.

9. The market for factors of production is also a very important **microeconomic/macroeconomic** market.

10. Financial markets facilitate the exchange of **stocks/liquid** assets.

7. Fill in the blanks with appropriate words:

profit consumer constitute purchase industrial reach members personal use resell identification

- Identification of the type of market directly influences the marketing strategies that may be used to _____ that market.
- Marketing practice requires the _____ of two basic types of markets, usually called the consumer market and the industrial market.
- The consumer market is made up of people who buy products and services for and satisfaction.
- The consumer market is the largest market as for number of _____.
- The consumer's reason for the _____ is a very important criterion in determining which type of market a person is dealing with.
- They use products and services to make a _____ or, in the case of non-profit organizations, to meet social needs of people.
- The industrial market is made up of businesses and organizations that use products and services to _____ or to produce other products and services.
- The major members of the _____ market are producers, trade industries, governments, and non-profit organizations.
- However, as with the _____ market, the marketer needs to determine carefully the reasons for the purchase of a product or service.
- Product markets, factor markets, and financial markets _____ another three pri _____

8. Match the words and their definitions.

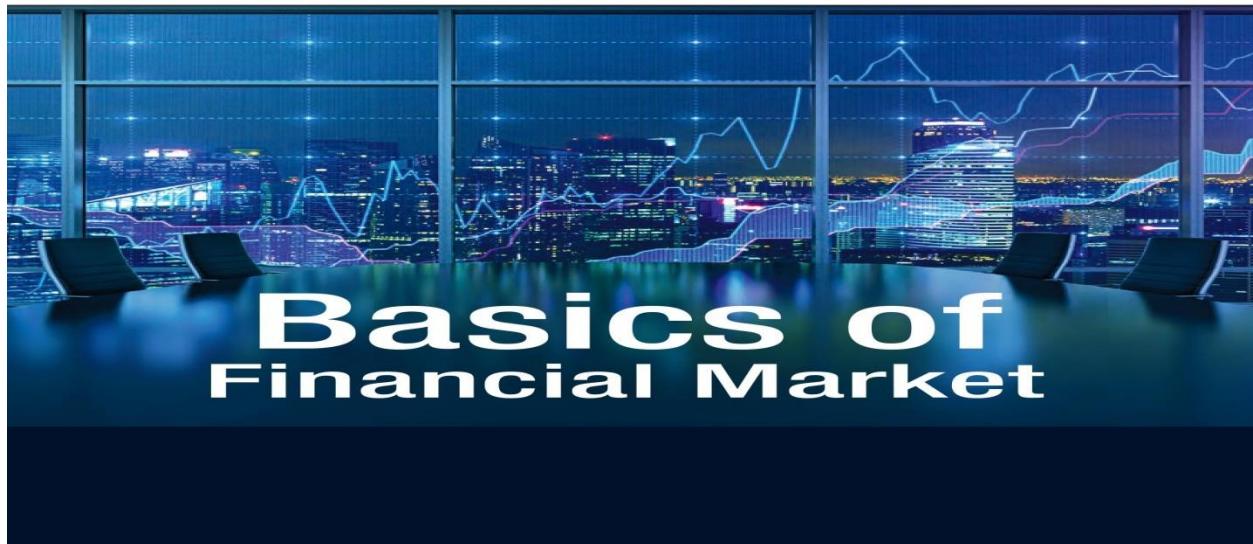
1 market share	A to separate or be separated into parts
2 marketer	B each of the parts into which something is or may be divided
3 variable	C carefully choose as being the best or most suitable
4 profitable	D reacting quickly and positively
5 to divide	E the portion of a market controlled by a particular company or product
6 to measure	F (of a business or activity) yielding profit or financial gain
7 responsive	G to assess the importance, effect, or value of (something)
8 to select	H activity done for enjoyment when one is not working
9 segment	I someone whose job involves marketing
10 recreation	J (of a quantity) able to assume different numerical values

9. Match the words in the right column with the words in the left column to make word combinations.

1 to divide the total market	a measurable characteristics
2 each segment is	b to all these questions
3 criteria for selecting	c lifestyles
4 to produce positive answers	d share
5 examples of	e difference
6 people personalities and	f into smaller parts
7 to generate a profitable	g the marketing channels
8 possible market	h sales volume
9 to bridge the	i a good segment
10 to buy from	j made up of people

MODULE 3

THEME 1. FINANCIAL MARKET. BASIS OF FINANCIAL MARKET



VIDEO!!!!!!!

<https://www.investopedia.com/articles/investing/052313/financial-markets-capital-vs-money-markets.asp>

1. Study the vocabulary:

1. entity	1. суб'єкт; юридична особа
2. financial securities	2. фінансові цінні папери
3. commodity	3. товар
4. fungible assets	4. взаємозамінні активи
5. counterpart	5. колега; партнер (на переговорах, за угодою)
6. borrower	6. позичальник
7. lender	7. кредитор
8. municipality	8. муніципалітет
9. shorttermorlongterm mortgageloans	9. короткострокові або довгострокові іпотечні кредити
10. expansion	10. розширення
11. revenue	11. дохід
12. spending	12. витрати
13. premium	13. премія; (ви)нагорода
14. governmentbonds	14. державні облігації
15. mutual funds	15. пайові інвестиційні фонди

2. Read and follow the text:

A financial market is a market in which people and entities can trade financial securities, commodities and other fungible assets at prices that are determined by pure supply and demand principles. Markets work by placing the two counterparts, buyers and sellers, at one place so they can find each other easily, thus facilitating the deal between them.

Basis of financial markets are the borrowers and lenders. Borrowers of the financial market can be individual persons, private companies, public corporations, government and other local authorities like municipalities. Individual persons generally take short term or long term mortgage loans from banks to buy any property. Private

Companies take short term or long term loans for expansion of business or for improvement of the business infrastructure. Public Corporations like railway companies and postal services also borrow from financial market to collect required money. Government also borrows from financial market to bridge the gap between government revenue and government spending. Local authorities like municipalities sometimes borrow in their own name and sometimes government borrows in behalf of them from the financial market.

Lenders in the financial market are actually the investors. Their invested money is used to finance the requirements of borrowers. So, there are various types of investments which generate lending activities. Some of these types of investments are depositing money in savings bank account, paying premiums to Insurance Companies, investing in shares of different companies, investing in government bonds and investing in pension funds and mutual funds.

3. Read the text again and choose the best answer:

1. A financial market is a market in which:
 - a) only entities can trade financial securities and commodities;
 - b) people and entities can buy financial securities, commodities and other fungible assets;
 - c) can trade financial securities, commodities and other fungible assets.
2. The prices for financial securities, commodities and other fungible assets are determined by:
 - a) national state principles;
 - b) pure supply and demand principles;
 - c) pure supply principles.
3. Basis of financial markets are:
 - a) borrowers and lenders;
 - b) lended and borrowed money;
 - c) both.
4. Individual persons generally take:
 - a) short term or long term mortgage loans from other individuals;
 - b) short term or long term mortgage loans from banks;
 - c) none.
5. Lenders in the financial market are:
 - a) borrowers;
 - b) lenders;
 - c) investors.

4. Fill in the gaps with prepositions if necessary:

1. A financial market is a market (1) ... which people and entities can trade financial securities, commodities and other fungible assets (2) ... prices that are determined (3) ... pure supply and demand principles. 2. Markets work (4) ... placing the two counterparts, buyers and sellers, (5) ... one place so they can find each other easily, thus facilitating the deal (6) ... them. 3. Government also borrows (7) ... financial market to bridge the gap (8) ... government revenue and government spending. 4. Local authorities like municipalities sometimes borrow in their own name and sometimes government borrows (9) ... behalf (10) ... them from the financial market.

5. Match the first part of the sentence from column A with its second part from column B:

1. When securities are issued for the first time,	b) trading of securities with less than one year of life span
2. An active secondary market is crucial for	c) life span of the securities traded in the market

3. All long-term securities issued by corporations and government

a) any securities once they are sold off in primary market

4. Money market deals with

d) they are traded in primary market

5. The classification is based on

e) are the instruments of capitalmarket

6. Match each term in Column A with its definition in Column B:

1. Borrower

f) financial account with a bank to where money is deposited and credited to the depositor

2. Lender

b) someone who allocates capital with the expectation of a financial return.

3. Premium

e) a place where people and entities can trade financial securities, commodities, and other fungible items of value at low transaction costs and at prices that reflect supply and demand

4. Investor

j) supplementary charge, additional charge

5. Government bond

d) someone who receives something on the promise to return it or its equivalent

6. Seller

h) amount of money that has been borrowed

7. Loan

g) the entire amount of income before any deductions are made

8. Revenue

c) someone who promotes or exchanges goods or services for money

9. Financial market

a) who lends money or gives credit in business matters

10. Bank account

i) certificate issued by a government promising to pay back with interest the money borrowed from the buyer of the certificate

7. Read the whole text again and choose the best answer:

1. What do you mean by «a financial market»?

a) it is a market where individuals can trade financial securities, commodities and other fungible assets at prices that are not determined by pure supply and demand principles;
b) it is a market where people and entities can trade financial securities, commodities and other fungible assets at prices that are determined by pure supply and demand principles.

2. Who can be the borrowers of the financial market?

a) individuals, government and other local authorities;
b) individuals, public corporations, private companies, government and other local authorities;
c) none.

3. Why does the Government borrow from financial market?

a) to bridge the gap between government revenue and government spending;
b) to bridge the gap between government revenue and company spending;
c) none.

4. What loans do private companies take for expansion of business or for improvement of the business infrastructure?

a) short term;
b) long term loans;
c) either short term or long term.

5. What are the types of investments which generate lending activities?

a) depositing money, paying premiums, investing in shares, investing in government bonds;

b) investing in pension funds and mutual funds;
c) both.

8. Match the words from column A with its synonyms from column B:

1. loan	g) income
2. commodities	j) different
3. price	c) bonus
4. improvement	b) growth
5. expansion	i) enhancement
6. revenue	f) regional
7. local	d) accumulate
8. various	e) value
9. premium	h) goods
10. collect	a) credit

Over to you

1. Write four sentences to describe typical characteristics of borrowers and lenders. Work in groups. Tell the group your sentences. Do you agree with your partners' sentences? Why? / Why not?

2. You are the Managing Director of Eastman Property. Your company intends to buy one of these businesses located in your country:

- a travel agency
- a shopping mall
- a business equipment store
- a cinema complex
- a sports and leisure centre.

Choose one of the businesses. Make a presentation to a group of investors (lenders) and explain why you wish to buy the business, and what plans you have for its future development. Use the vocabulary from Exercise 1.

SELF-STUDY

TYPES OF FINANCIAL MARKETS

1. Study the vocabulary:

1. primary market	1. первинний ринок
2. secondary market	2. вторинний ринок
3. lifespan	3. термінність
4. money market	4. грошовий ринок; валютний ринок
5. capital market	5. ринок капіталу
6. to issue securities	6. випускати цінні папери
7. to raise capital	7. залучати капітал; мобілізовувати капітал
8. proceeds	8. доходи; надходження (відреалізації)
9. securities dealer	9. торговець цінними паперами
10. liquidity of securities	10. ліквідність цінних паперів
11. treasury bills	11. казначейські векселі
12. commercial papers	12. комерційні папери
13. preferred stock	13. привileйовані акції
14. corporate bonds	14. корпоративні облігації

2. Read and follow the text:

Financial markets can be divided into different types. One way to classify the financial markets is to distinguish between primary market and secondary market. Another classification is based on life span of the securities traded in the market. They are money market and the capital market.

When securities are issued for the first time, they are traded in primary market. In other words, it is the market in which corporations raise new capital. All proceeds from the issue in this market go to issuing corporation. In issuing securities, the corporation could take the services of investment bankers and securities dealers. They assist issuing corporations selling securities in the market.

A secondary market is the market for already existing securities, where trading between investors to investors take place. An active secondary market is crucial for any securities once they are sold off in primary market. The existence of secondary market facilitates trading among investors to investors, thus adding to the liquidity of securities.

Money market deals with trading of securities with less than one year of life span. It is the market for borrowing and lending for relatively short period of time, usually less than one year.

Government, corporations and individuals requiring short-term loan are major participants of money market. Government issues treasury bills and corporations could issue commercial papers or take loan on short-term basis for banks to satisfy their short-term need of funds.

Capital market is the market for long-term securities. All long-term securities issued by corporations and government such as common stock, preferred stock, corporate bonds, government bonds are the instruments of capital market.

3. Read the text again and choose the best answer:

1. Financial markets can be divided into:
 - a) primary market and secondary market;
 - b) money market and the capital market;
 - c) both.
2. When securities are issued for the first time, they are traded in:

- a) secondary market;
- b) primary market;
- c) primary market and money market.

3. Major participants of money market are:

- a) government and individuals;
- b) corporations and government;
- c) government, corporations and individuals.

4. The instruments of capital market are:

- a) all long-term securities issued by corporations and government;
- b) individual programs, projects, etc.;
- c) none.

5. ... assist issuing corporations selling securities in the market:

- a) government, corporations and individuals;
- b) investment bankers and securities dealers;
- c) bankers and dealers.

4. Fill in the gaps with the most appropriate term from the list. Then read and translate:

issuing; securities; capital; money; secondary; liquidity; life span; primary; proceeds; dealers

Financial markets can be divided into different types. One way to classify the financial markets is to distinguish between (1) ... market and secondary market. Another classification is based on (2) ... of the (3) ... traded in the market. They are (4) ... market and the (5) ... market.

When securities are issued for the first time, they are traded in primary market. In other words, it is the market in which corporations raise new capital. All (6) ... from the issue in this market go to issuing corporation. In (7) ... securities, the corporation could take the services of investment bankers and securities (8) They assist issuing corporations selling securities in the market.

A (9) ... market is the market for already existing securities, where trading between investors to investors take place. An active secondary market is crucial for any securities once they are sold off in primary market. The existence of secondary market facilitates trading among investors to investors, thus adding to the (10) ... of securities.

5. Fill in the gaps with prepositions if necessary:

1. Financial markets can be divided (1) ... different types.
2. One way to classify the financial markets is to distinguish (2) ... primary market and secondary market.
3. Another classification is based (3) ... life span of the securities traded in the market.
4. An active secondary market is crucial (4) ... any securities once they are sold off in primary market.
5. The existence of secondary market facilitates trading among investors to investors, thus adding (5) ... the liquidity of securities.
6. Money market deals (6) ... trading of securities with less than one year of life span.
7. It is the market for borrowing and lending for relatively short period of time, usually less (7) ... one year.
8. Government, corporations and individuals requiring short-term loans are major participants (8) ... money market.
9. Government issues treasury bills and corporations could issue commercial papers or take loan (9) ... short-term basis for banks.
10. All long-term securities issued (10) ... corporations and government such as common

stock, preferred stock, corporate bonds, government bonds are the instruments of capital market.

6. Read the whole text again and decide if the following statements are true or false:

1. Secondary market is the market in which corporations raise new capital:
 - a) true
 - b) false
2. An active secondary market is crucial for any securities once they are sold off in money market:
 - a) true
 - b) false
3. Corporations and small companies could issue commercial papers or take loan on short-term basis for banks to satisfy their short-term need of funds:
 - a) true
 - b) false
4. Government, corporations and individuals are major participants of money and capital markets:
 - a) true
 - b) false
5. Common stock, preferred stock, corporate interests, government bonds are the instruments of capital market:
 - a) true
 - b) false

7. Match the first part of the sentence from column A with its second part from column B:

1. When securities are issued for the first time,	a) life span of the securities traded in the market
2. An active secondary market is crucial for	b) are the instruments of capital market
3. All long-term securities issued by corporations and government	e) trading of securities with less than one year of life span
4. Money market deals with	d) any securities once they are sold off in primary market
5. The classification is based on	c) they are traded in primary market

8. Make up the sentences:

1. One way to financial markets classify the is to distinguish between primary market and secondary market.
2. life span based on in the market traded is the securities Another classification.
3. securities When primary market are traded for the first time, they in are issued.
4. this market go to from corporation in the issue proceeds issuing All.
5. They selling securities in the market issuing assist corporations.
6. where trading between the market investors for to existing take place A secondary market is already investors securities,
7. once for any securities is crucial they An active in primary market are sold off secondary market.
8. one year of life span trading with deals Money market securities with less of than.

9. of \ money \ market \ major \ participants \ requiring \ Government, \ short-term \ loan \ corporations \ and \ individuals \ are.

10. for \ long-term \ the \ securities \ Capital \ market \ is \ market.

Over to you

1. Divide the class into two groups. Think about the differences between primary and secondary markets (group 1) and money and capital markets (group 2). Make notes on these differences.

Work in groups. Tell each other about the differences. Which do you think is the most important?

2. Write the list of two characteristics for each type of financial markets. Work in pairs. Take turns to read the characteristics to your partner. Do not say the type of financial market. Your partner guesses what the type is.

THEME 2. FINANCIAL MARKET. FUNCTIONS OF FINANCIAL MARKET

VIDEO!!!!!!!

<https://www.youtube.com/watch?v=b9H6WO4yNvY>



1. Study the vocabulary:

1. to perform crucial functions	1. виконувати важливі функції
2. mobilization of savings	2. мобілізація заощаджень
3. channelization	3. розподіл (напрямів)
4. impetus	4. імпульс; поштовх
5. uselessly	5. марно; непотрібно
6. transferring	6. перенесення; переміщення
7. to facilitate price discovery	7. сприяти визначеню ціни
8. goods and services	8. товари та послуги
9. proper price	9. правильна ціна
10. to provide liquidity	10. забезпечувати ліквідність
11. financial assets	11. фінансові активи
12. to reduce the cost of transactions	12. знижувати вартість угод

2. Read and follow the text:

Financial market gives strength to economy by making finance available at the right place. Actually, there is not one financial market, but rather many markets, each dealing with a particular type of financial instrument. But all financial markets perform crucial functions. Some of the important functions of financial market are as follows:

(1) *Mobilization of Savings and their Channelization into more Productive Uses:* Financial market gives impetus to the savings of the people. This market takes the uselessly lying finance in the form of cash to places where it is really needed. Many financial instruments are made available for transferring finance from one side to the other side. The investors can invest in any of these instruments according to their wish.

(2) *Facilitates Price Discovery:* The price of any goods or services is determined by the forces of demand and supply. Like goods and services, the investors also try to discover

the price of their securities. The financial market is helpful to the investors in giving them proper price.

(3) *Provides Liquidity to Financial Assets:* This is a market where the buyers and the sellers of all the securities are available all the times. This is the reason that it provides liquidity to securities. It means that the investors can invest their money, whenever they desire, in securities through the medium of financial market. They can also convert their investment into money whenever they so desire.

(4) *Reduces the Cost of Transactions:* Various types of information are needed while buying and selling securities. Much time and money is spent in obtaining the same. The financial market makes available every type of information without spending any money. In this way, the financial market reduces the cost of transactions.

3. Read the text again and choose the best answer:

1. Financial market gives strength to economy by:

- a) public finance available at the right place;
- b) making finance available at the right place;
- c) making national public budget.

2. Financial market takes the uselessly lying finance in the form of cash to:

- a) only cities and communes;
- b) communes where it is really needed;
- c) places where it is really needed.

3. The price of any goods or services is determined by:

- a) supply law;
- b) demand law;
- c) demand and supply.

4. Through the medium of financial market investors can invest their money in:

- a) international trade;
- b) securities;
- c) none.

5. The financial market makes available every type of information without spending:

- a) any bonds;
- b) any money;
- c) any securities.

6. Financial market gives impetus to:

- a) the savings of the people;
- b) the forces of demand and supply;
- c) the cost of transactions.

4. Fill in the gaps with the most appropriate term from the list. Then read and translate:

determined; goods; proper; available; perform; savings; cash; wish; dealing; transferring

Financial market gives strength to economy by making finance (1) ... at the right place. Actually, there is not one financial market, but rather many markets, each (2) ... with a particular type of financial instrument. But all financial markets (3) ... crucial functions. Some of the important functions of financial market are as follows:

(1) Mobilization of Savings and their Channelization into more Productive Uses: Financial market gives impetus to the (4) ... of the people. This market takes the uselessly lying finance in the form of (5) ... to places where it is really needed. Many financial instruments are made available for (6) ... finance from one side to the other side. The investors can invest in any of these instruments according to their (7)

(2) Facilitates Price Discovery: The price of any goods or services is(8) ... by the forces of demand and supply. Like (9) ... and services, theinvestors also try to discover the price of their securities. The financialmarket is helpful to the investors in giving them(10) ... price.

5. Fill in the gaps with prepositions if necessary:

1. Financial market gives strength to economy by makingfinance available (1) ... the right place. 2. Actually, there is not onefinancial market, but rather many markets, each dealing (2) ... a particular type of financial instrument. 3. Many financial instruments are made available (3) ... transferring finance from one side (4) ... theother side. 4. The investors can invest (5) ... any of these instrumentsaccording (6) ... their wish. 5. The price of any goods or services isdetermined (7) ... the forces of demand and supply. 6. They can alsoconvert their investment (8) ... money whenever they so desire. 7. Thefinancial market is helpful (9) ... the investors in giving them properprice. 8. It means that the investors can invest their money, wheneverthey desire, in securities (10) ... the medium of financial market.

6. Fill in the gaps with the most appropriate term from thelist:

proper; reduces demand; savings; investors; available; convert; securities liquidity; cash; determined; selling

1. Financial market gives impetus to the (1) ... of the people.
2. This market takes the uselessly lying finance in the form of(2) ... to places where it is really needed.
3. The price of any goods or services is (3) ... by the forces of (4)... and supply.
4. Like goods and services, the (5) ... also try to discover theprice of their (6)
5. The financial market is helpful to the investors in giving them(7) ... price.
6. This is the reason that it provides (8) ... to securities.
7. They can also (9) ... their investment into money wheneverthey so desire.
8. Various types of information are needed while buying and(10) ... securities.
9. In this way, the financial market (11) ... the cost oftransactions.
10. This is a market where the buyers and the sellers of all thesecurities are (12) ... all the times.

7. Match the term from column A with its definition fromcolumn B:

1. liquidity	b) money or ready money
2. to facilitate	f) the possession of sufficient liquid assets to dischargecurrent liabilities
3. to reduce	g) to make or become smaller in size, number, extent,degree, intensity, etc
4. crucial	e) to lay out (money or capital in an enterprise, especiallyby purchasing shares) with the expectation of profit
5. cash	h) to change or go or cause to change or go from onething, person, or point to another
6. to transfer	d) to change or adapt the form, character, or functionof; transform
7. to invest	a) to make easier
8. to convert	c) very important

8. Make up the sentences:

1. by \ finance \ strength \ Financial \ market \ at \ the \ right \ place \ to \ available \ gives \ making \ economy.

2. instruments \ to \ the other side \ Many \ are \ made \ financial\ available \ transferring \ from \ one \ side \ finance \ for.
3. the forces \ of \ by \ The price \ goods \ or \ services \ demand\ of \ any \ supply \ and \ is \ determined.
4. can \ their \ into \ convert \ they \ so \ desire \ whenever \ also\ investment \ money \ They.
5. type \ of \ information \ available \ every \ makes \ spending \any \ money \ The financial market \ without.

Over to you

1. Write several characteristics of different functions of financialmarket. Work in pairs. Take turns to say one of your characteristics. Your partner guesses the function.
2. In groups, discuss which market functions are important andwhy. Ask follow-up questions if possible. Use the vocabulary fromExercise 1.

THEME 3. BASICS OF PRICE

VOCABULARY

measure of value	міра вартості
superior product	продукт найвищого класу
competitive technique	конкурентоспроможна техніка
monetary	грошовий
discount	знижка
exchange transaction	біржова угода
communicative device	комунікативний пристрій
vulnerable	уразливий
to insulate	ізолювати
business executive	керівник
sales personnel	управління персоналом продажів
management	
internal business factor	внутрішній фактор бізнесу
environmental factor	фактор навколишнього середовища
cost	вартість
pricing objective	цінова мета
to survey	обстежити
pressure	тиск

1. Four consumers talk about different products. Read the extracts and decide which of the four Ps each consumer discusses - product, price, promotion or place:

A

I really wanted it, but when I tried to buy it, I just couldn't get it anywhere. My friend heard that it was in one shop and he queued up for ages, but they'd run out by lunchtime.

B

The company held a party on a river boat to launch their new campaign. It was absolutely fantastic. We also got a free gift at the end.

C

The shoes were really expensive but definitely worth it. I think the fact that they are so expensive really distinguishes them from the competition.

D

I've had this briefcase for 20 years and it still looks good. The material is high quality and long-lasting.

Model: Recently I have bought new plasma TV-set at a discount. It is reliable and of modern design. I think that price and product influenced my decision.

2. Think of some products you have bought recently. Why did you buy them? Which of the four Ps influenced your decision to buy?

3. *Find equivalents:*

to determine a value	низькі ціни
market economy	високі ціни
relatively stable	ринкова економіка
price system	ринкова рівновага
low prices	з цієї причини
adjustment process	визначати вартість
market equilibrium	цінова система
high prices	процес регулювання
to come about	відносно стабільний
for this reason	конкуренція
free enterprise	новий рівень цін
competition	вільне підприємництво
new level of prices	впливати на ціни
affect the prices	з'являтися

4. *Memorize the following word-combinations. Use them in the sentences of your own:*

at a price /at a high cost - за високою ціною
 contractprice - договірна ціна
 costprice - собівартість
 free-marketprice - ціна за умов вільної конкуренції
 pricecontrol- контроль над цінами
 pricelevel- рівень цін
 prices and incomes policy - політика цін і доходів
 pricing- калькуляція цін
 purchaseprice- купівельна ціна
 retail/wholesaleprice- роздрібна/оптова ціна
 securityprice- курс цінних паперів
 share/stockprices - курс акцій, біржовий курс
 tokeepthepricesdown - не допускати підвищення цін
 toset/fixaprice - призначати ціну

5. *Translate the sentences paying attention to the italicized words:*

1. He sold the house *at a good price*.
2. It must be done *at any price*.
3. You can't *put a price* on that sort of loyalty.
4. This restaurant is *a bit pricey* for me.
5. The government usually *sets prices* for public utility services.
6. Ask the builder *to give you a price* for the work.
7. I can't afford *it at that price*.
8. Fresh strawberries are now available *at a price*.
9. *The price* of cigarettes is set to rise again.
10. These goods *are priced too high*.
11. *What price* all your promises now?
12. You look absolutely *priceless* in that hat.

13. Supply and demand **determine prices** in a market economy.

14. In a **free market price** is determined by the market forces of demand and supply.

6. Give the corresponding nouns to the following verbs:

- a) to offer, to process, to supply, to change, to demand, to care, to price, to tax, to cost, to produce, to increase, to market, to state;
- b) to consume, to differ, to select, to decide, to divide, to sell, to execute, to define, to depreciate, to lease, to operate, to pay, to analyze.

7. Discuss the questions below:

1. Which factors does a price depend on?
2. How were prices set long ago?
3. In what way are agricultural prices decided?
4. How industrial products are usually priced?
5. How do companies handle pricing?
6. Why does the government usually set the prices for public utility services?
7. Who is responsible for setting prices - a buyer or a seller?
8. Does a lower price always mean higher sales?

8. Read and translate the text:

THE ROLE AND DEFINITION OF PRICE

Price is one of the four Ps in the marketing mix, where it plays several important roles:

1. *Price is a communicative device.* Prices are one way in which marketers communicate with their customers. The prices charged by a marketer help create the image of the marketer's business in the eyes of the customer.

2. *Price is a measure of value.* It is often an indicator of value to the customer. There are many cases in which the higher-priced product is really superior product. The difference in price reflects the fact that better materials and more careful manufacturing techniques have been used to create the higher-priced product.

3. *Price is a competitive technique* that is why there are very few products or services on the market today that are not vulnerable to price competition from other sources. Even when the products or services involved are recognized brands representing quality, brand loyalty is seldom strong enough to insulate them from competition from less expensive products and services with similar value.

Now that we have examined the many roles that price plays in the marketing process, it is time to give the definition of price.

Price is the amount of money (or the equivalent amount in product or service values) for which anything is bought, sold, or offered for sale. Price is an important concept for both the buyer and the seller. It is the value that is placed on any product or service.

Price is influenced by the quantity and quality of the product or service purchased, the quantity of value (monetary and non-monetary) given up, the premiums or discounts that are offered and accepted, the exchange transactions, and the type of payment.

9. Are these sentences true or false? Correct the false sentences:

1. Even when the products or services involved are recognized brands representing quality, brand loyalty is seldom strong enough to insulate them from competition from less expensive products and services with similar value.
2. Price is influenced by the quantity and quality of the product or service purchased the quantity of value (monetary and non-monetary) given up, the premiums or discounts that are offered and accepted, the exchange transactions, and the type of payment.
3. Customers often do not use price as an indicator.
4. Prices are one way in which customers communicate with their marketers.
5. Price is the amount of money (it is not equal to product or service values) for which anything is bought, sold, or offered for sale.
6. The difference in price reflects the fact that better materials and more careful manufacturing techniques have been used to create the higher-priced product.
7. Price is an important concept for the buyer.
8. Price is a competitive technique that is why there are very few products or services on the market today that are not able to price competition from other departments.
9. The prices charged by a marketer help create the image of the marketer's business in the eyes of the customer.
10. There are no cases in which the higher-priced product is really a superior product.

10. Choose the correct alternative:

1. Price is one of the four Ps in the marketing mix, where it plays *several/severe* important roles.
2. Price is a communicative *source/device*.
3. It is the *value/charge* that is placed on any product or service.
4. Price is the amount of money (or the equivalent amount in product or service values) for which anything is bought, sold, or *offended/bothered/offered* for sale.
5. The difference in price reflects the fact that better materials and more careful manufacturing techniques have been used to create the *higher-priced/lower- priced* product.
6. Price is influenced by the quantity and quality of the product or service purchased, the quantity of value (monetary and non-monetary) given up, the premiums or discounts that are offered and accepted, the exchange *transactions/translations/transitions*, and the type of payment.
7. Price is a *measure/mean* of value.
8. Price is an important *contempt/concept* for both the buyer and the seller.
9. Price is often an indicator of value to the *customer/seller*.
10. Even when the products or services involved are recognized brands representing quality, brand *loyalty/royalty/entity* is seldom strong enough to insulate them from competition from less expensive products and services with similar value.

11. Fill in the blanks with appropriate words:

offered	reflects	charged	measure
purchased	device	concept	competitive
brand loyalty		superior product	

1. Even when the products or services involved are recognized brands representing quality, ____ is seldom strong enough to insulate them from competition from less expensive products and services with similar value.
2. There are many cases in which the higher-priced product is really a _____.
3. Price is a communicative _____.
4. The prices _____ by a marketer help create the image of the marketer's business in the eyes of the customer.
5. Price is the amount of money (or the equivalent amount in product or service values) for which anything is bought, sold, or _____ for sale.
6. Price is influenced by the quantity and quality of the product or service _____, the quantity of value (monetary and non-monetary) given up, the premiums or discounts that are offered and accepted, the exchange transactions, and the type of payment.
7. The difference in price _____ the fact that better materials and more careful manufacturing techniques have been used to create the higher-priced product.
8. Price is a _____ technique that is why there are very few products or services on the market today that are not vulnerable to price competition from other sources.
9. Price is an important _____ for both the buyer and the seller.
10. Price is a _____ of value.

12. Match the words and their definitions.

1	monetary	A	the percentage by which the seller reduces the full price for the buyer
2	objective	B	something which you hope to achieve
3	personnel	C	an attempt to force a customer to buy something he or she does not really want
4	quantity survey	D	all the people who work for an organization or at a particular location
5	factor	E	the act of giving one thing for another; a market for shares, commodities, futures, etc.
6	discount	F	a person in a business who takes decisions, a manager or director
7	high-pressure technique	G	the process of calculating the amount of materials and cost of labour needed for a construction project
8	transaction	H	a purchase or sale of shares
9	exchange	I	referring to money or currency
10	executive	J	something which is important, or which is taken into account when making a decision; a number used in multiplication to produce another number

13. Match the words in the right column with the words in the left column to make

word combinations.

1 charged	a device
2 the difference	b in price
3 to be vulnerable	c from competition
4 recognized	d to price competition
5 the exchange	e by a marketer
6 to insulate smth.	f technique
7 quantity	g transactions
8 communicative	h brands
9 competitive	i payment
10 the type of	L of value

SELF-STUDY

I. *Translate the sentences into Ukrainian:*

1. It is difficult to set prices without sound price policy.
2. I decided to buy a new car at this company because they offered the best trade-in allowance on my old model.
2. They must research supply and demand before they start to produce the new item.
3. The tape recorder that your store sells is inexpensive.
4. Many people are interested only in the low price and not in the extra services.

II. *Choose the necessary modal verb (can, may, must, have to, to be to) and put it in the sentence:*

1. Off-even pricingundoubtedly produce favourable psychological effecton a consumer.
2. I spoke to the chief. Now youchange the credit term.
3. They are very talented specialists. I think they.....design the new line veryquickly.
4. The situation has changed, so we.....start with especially low prices.
5. Wechoose price emphasis policy for this item.

III. *Martin is organizing a meeting to discuss the prices for the cable Internet package. Put the following sentences in the correct order to complete email:*

Hi team,

1. Could you have a look and let me know if there's anything you'd like to add or change?
2. As you probably know, we need to think about scheduling a meeting to discuss our pricing strategy for our new cable Internet package.
3. Hope you all had a nice weekend.
4. Please let me know if you can attend by the end of the day.
5. How about next Tuesday at 9 p.m.? An outline of what I'd liketo talk about.

IV. *Read the text and translate it using a dictionary:*

FACTORS INFLUENCING PRICING DECISIONS

Pricing is a major marketing strategy. In the mid-1960s pricing was the sixth most important marketing activity out of 12 activities ranked by business executives. It was considered less important than product research and development, marketing research, sales personnel management, advertising and sales promotion planning, and customer services. However, when business executives were surveyed again in the mid-1970s, pricing was named the most important of the 12 activities.

Both internal business factors and environmental factors enter into pricing decisions. Factors inside the firm that influence pricing decisions include costs, control, profit, pressures, and pricing objectives. These factors cause frequent changes in pricing decisions. They are interacting factors. Increasing costs may cause decreasing profits, a change in pricing objectives may cause an increase in costs, and profit pressures may cause a change in pricing objectives.

Environmental pricing factors include increased competition, rapid technological progress, changes in supply and demand, a changing legal environment, and better

informed customers.

V. State which of the sentences are true and which are false:

1. Environmental pricing factors include increased competition, rapid technological progress, changes in supply and demand, a changing legal environment, and better informed customers.
2. Only internal business factors rather than environmental factors can enter into pricing decisions.
3. Decreasing costs may cause decreasing profits, a change in pricing objectives may cause an increase in costs, and pricing objectives may cause a change in profit pressures.
4. In the mid-1980s pricing was the sixth most important promotion activity out of 12 activities ranked by business executives.
5. Factors inside the firm that influence pricing decisions include costs, control, profit, pressures, and pricing objectives.
6. Pricing is a minor marketing strategy.

VI. Choose the correct variant a, b, c or d to fill in the gaps:

1. These interacting factors cause changes in pricing decisions.
a) vulnerable b) frequent c) invisibled) violent
2. Both business factors and environmental factors enter into pricing decisions.
a) internal b) external c) promotional d) pricing
3. Environmental pricing factors include increased competition, technological progress, changes in supply and demand, a changing legal environment, and better informed customers.
a) solid b) liquid c) vivid d) rapid
4. When business executives were again in the mid-1970s, pricing was named the most important of the 12 activities.
a) surveyed b) conveyed c) betrayed d) obeyed
5. It was considered less important than product research and development, marketing research, sales management, advertising and salespromotion planning, and customer services.
a) personal b) personnel c) PR d) CEO

VII. Translate the following sentences into English:

A.

1. Фірма могла запропонувати лише 40 факсів з негайною доставкою, ще 60 факсів фірма погодилась доставити трьома партіями по 20 факсів через рівні проміжки часу.
2. Фірма може надати свої транспортні послуги.
3. Умови влаштовували Петрова, і у вівторок представники фірми підписали угоду.
4. Моя секретарка розмовляла по телефону з містером Вайтом і домовилась з ним про нашу зустріч у п'ятницю о десятій ранку.
5. Наш головний менеджер сам поїде до Лондона, щоб домовитись про ціни та умови поставки обладнання.

B.

1. Ціни відіграють важливу роль на всіх економічних ринках.
2. За умов ринкової економіки ціни діють як сигнали.

3. Цінова система в ринковій економіці напрочуд гнучка.
4. Ціни на вільному ринку нейтральні.
5. На економічних ринках покупці та продавці мають протилежні наміри та надії.
6. Покупці бажають купувати за низькими цінами.
7. Продавці приходять на ринок із надією на високі ціни.

THEME4. PRICINGSTRATEGIES



VOCABULARY

revenue	доходи, прибуток
to assess	оцінювати
regulatory	регуляторний
guideline	директива
target market	цільовий ринок
cost-oriented pricing strategy	стратегія ціноутворення, орієнтована на вартість
demand-oriented	орієнтований на попит
competition-oriented	орієнтований на конкуренцію
price floor	найнижча ціна
price ceiling	найвища ціна («цінова стеля»)
to utilize	використовувати
in accordance with	у відповідності до
product life cycle (PLC)	життєвий цикл продукту
marketing mix	комплекс маркетингу, набір основних компонентів маркетингового впливу
product area	товарний розділ, товарна сфера діяльності фірми
surplus	надлишок, прибуток
to reduce prices	знижувати ціни
volume	обсяг, випуск
at the marketer's disposal	у розпорядженні маркетолога, до послуг маркетолога
approach	підхід
to cut back	скротити, зменшити
slightly	трохи
to remain	залишатися

1. Choose the necessary words and put them in the sentence:

1. One of the aims of market research is to indicate new... among people.
2. Advertising must... the consumer and make him buy the goods produced.
3. Often marketing is called ...
4. In order to sell a new product, a producer has to consider how to ... it.
5. The goods of this company are not sold very well, they must think about....
6. Sometimes it is difficult to influence ... through advertising.
7. If you want to produce something new, you should start with ...
8. A producer wants to ... the new trends and then tries to influence them.
9. ... includes product development and pricing among other things.

1. predict; 2. influence; 3. promote; 4. marketing; 5. trends; 6. distribution; 7. market research; 8.

product planning; 9. consumer.

2. Study the following examples:

- a) If a company raises its price, it will actually sell more...
- b) The less elastic the demand, the more profitable it is for the seller to raise the price.

Now use the phrases below to complete the sentences:

Cause

companies raise wages
production costs increase
prices rise
demand falls
sales decrease

Effect

production costs increase
prices rise
demand falls
sales decrease
production falls

1. If the company raises wages,
2. The more the production costs increase,
3. If prices rise,
4. The more demand falls,
5. If sales decrease,

3. Match each term in Column A with its definition in Column B:

1. free enterprise	a. Money value of a good or service.
2. price system	b. A situation where the quantity demanded is greater than the quantity supplied.
3. shortage	c. An economic system based on the private ownership of property, competition and the profit motive.
4. market price	d. Economic system in which resources are allocated as a result of the forces of supply and demand.
5. surplus	e. A consumer's willingness and ability to buy a product or service at a particular time and place.
6. purchasing power	f. The price of a good or service at which the quantity demanded matches the quantity supplied.
7. price	g. A situation where the quantity supplied is greater than the quantity demanded.
8. market equilibrium	h. A situation where prices are relatively stable and there is neither a surplus nor shortage in the market.

4. Fill in the blanks with prepositions or adverbs if necessary:

1. Prices play an important role ... all economic markets.
2. Prices act as signals ... a market economy.
3. A high price is a signal...producers to produce...and...buyers to buy
4. Prices serve as a link... producers and consumers.
5. Prices favour neither... the producer nor ... consumer.
6. Prices come... as a result...competition...buyers and sellers.
7. The price system ... a market economy is flexible.
8. Unforeseen events can affect... the prices...some... items.
9. The sellers come...the market hoping...high prices.
10. Market equilibrium is a situation where prices are stable and there is neither ... a surplus nor a shortage...the market.

5. Discuss the following questions:

1. What does the word "marketing" mean?
2. What elements does Marketing Mix include?
3. What does Place in the Four P's mean?
4. What does Promotion include?
5. What is the most complex element of Marketing Mix?

6. What does the so-called "product life cycle" include?
7. Why are pricing programs considered the most important of marketing programs?
6. **Read and translate the text:**

TEXT
PRICING STRATEGIES

Price is perhaps the most important of the four Ps of marketing, since it is the only one that generates revenue for a company. Price is most simply described as the amount of money that is paid for a product or service. When establishing a price for a product or service, a company must first assess several factors regarding its potential impact. Commonly reviewed factors include legal and regulatory guidelines, pricing objectives, pricing strategies, and options for increasing sales.

It is important to remember that price is a major factor in determining how profitable a product or service can be. If you find the price that is "right" for the target market, your product or service will have a better chance to be profitable. There are three possible strategies that one may follow to determine the right price for the product.

1. When a cost-oriented pricing strategy is used, all costs for manufacturing the merchandise, all service costs are computed first. Then the desired profit margin is added to determine the price.

2. Demand-oriented pricing utilizes consumer desires and demand in the setting of individual prices.

3. When a *competition-oriented pricing strategy* is used, price is set in accordance with the prices charged by competitors. These prices can be below, equal to, or higher than the prices of the competition, depending on the differences in the products or services involved.

4. *Combined-oriented strategies.* When prices are set, marketers often combine these three strategies when making their pricing decisions. The cost-oriented strategy can help them identify the price floor. They then can apply the demand-oriented strategy and "bracket" an acceptable price by determining the price ceiling. Finally, they can examine competitive pricing to be assured of selecting the right price.

7. Are these sentences true or false? Correct the false sentences:

1. Price is described as the amount of money that is paid for a product or service.
2. When a cost-oriented pricing strategy is used, all costs for manufacturing the merchandise are not computed at all.
3. It is important to remember that price is a major factor in determining how profitable a product or service can be.
4. When prices are set, marketers never combine these four strategies when making their pricing decisions.
5. The cost-oriented strategy can help them identify the price ceiling.
6. Consumer-oriented strategies can determine competitive pricing to be assured of selecting the right price.
7. Volume is most simply described as the amount of money that is paid for a product or service.
8. When establishing a price for a product or service, a company must first assess several factors regarding its potential impact.
9. Legal and regulatory guidelines, pricing objectives, pricing strategies, and options for increasing sales include commonly reviewed factors.
10. If you find the price that is "right" for the target market, your product or service will have a better chance to be profitable.

8. Choose the correct alternative:

1. Price is perhaps the most important of the four Ps of marketing, since it is the only

one that generates *revenue/loss* for a company.

2. The desired profit *margin/curve* is added to determine the price.

3. Combined-oriented strategies can examine *competent/competitive* pricing to be assured of selecting the right price.

4. Prices can be below, *equal/above* to, or higher than the prices of the competition, depending on the differences in the products or services involved.

5. Combined-oriented strategies can apply the demand-oriented strategy and "bracket" an acceptable price by determining the price *ceiling/selling/sailing*.

6. When a competition-oriented pricing strategy is used, price is set in accordance with the prices *changed/charged* by competitors.

7. Demand-oriented pricing *utilizes/analyzes* consumer desires and demand in the setting of individual prices.

8. There are some strategies that one may follow to *concern/determine* the right price for the product.

9. Fill in the blanks with appropriate words:

equilibrium	salesman	demand-oriented	margin
power			funded
ceiling	exceeds	gain	occur

1. The project is completely _____ by private enterprise.

2. A _____ should know the prices of all the products he is selling.

3. An economic surplus is related to money, and it reflects a _____ in the expected income from a product.

4. Purchasing _____ parity is used worldwide to compare the income levels.

5. The _____ price is the price of a good or service when the supply of it is equal to the demand for it in the market.

6. A shortage is a situation in which demand for a good or service _____ the available supply.

7. If the price _____ is set below the market price, then a "shortage" is created; the quantity demanded will exceed the quantity supplied.

8. Economic efficiency may be said to _____ when an action creates more benefits than costs.

9. The desired profit _____ is added to determine the price.

10. They then can apply the _____ strategy and "bracket" an acceptable price by determining the price ceiling.

10. Match the words and their definitions.

1 approach

A more of something than is needed

2 maturity

B an unofficial suggestion from the government as to how something should be done

3 four P's

C the amount added to a normal price or rate for a product or service; free gift offered to a prospective purchaser as an inducement to make a purchase

4 utilize

D to use something

5 guideline

E an act of getting in touch with someone with a proposal

6 surplus

F the price of a product or service that does not include any extras

7 volume

G a simple way of summarizing the essentials of the marketing mix, which are Product, Price, Promotion and Place

8 basic price

H the market in which a company is planning to sell its goods

9 premium

I the third stage in a product life cycle when a product is well

10 target market	established in the market though no longer enjoying increasing sales, after which it will start to decline J a quantity of items; the quantity of shares traded on a stock market
------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

11. Match the words in the right column with the words in the left column to make word combinations.

1 to generate	a floor
2 the amount	b of money
3 regarding	c product or service
4 to establish	d a price
5 profit	e pricing
6 competition-oriented	f revenue
7 to be charged	g its potential impact
8 profitable	h pricing strategy
9 price	i by competitors
10 competitive	j margin

SELF-STUDY

1. Complete the text using words from the box.

bargain fair premium significance unique costs points sensitive
solutions

When deciding on the price of a product or service you have to consider the product or service itself. For example, does it have _____ benefits? Does the consumer have any alternative _____? What is the monetary _____ of the product or service? You also have to think about the possibility of complementary _____, and how price _____ the consumers are to these and the product or the service cost. Then you need to think about the pricing strategy and how this relates to the brand. For a luxury brand it is essential to follow a _____ pricing strategy in order to maintain a brand image. A low price would not be suitable for a brand such as Cartier. Finally, you need to carry out a price test to check the price _____ you are considering. The _____ is the amount that the consumer is prepared to pay for the product or service. A _____ price is a low price that may be used during special offers or for promotional prices.

2. Replace the Ukrainian words and phrases by suitable English equivalents in the correct form. Retell the passage:

(Для того щоб купити) foreign products or services, or (інвестувати) in other countries, (компанії) and individuals may first (купити валюту) of the country with which they are doing business. Generally, (експортери) prefer to be paid for their (товари та послуги) either in their own (валюті) (Japanese in yen and Germans in marks) or in U.S. dollars, which are accepted (у всьому світі). For example, when the French buy (нафту) from Saudi Arabia, they may (платити) in U.S. dollars, not French francs or Saudi dinars, even though the United States is not involved in the transaction. The foreign exchange market, or "FX" market, is where (купівля та продаж) of different currencies takes place. (Ціна) of one currency in terms of another country's currency is called (валютний курс).

3. Round-table discussion. The question on the agenda is «Prices in a market economy». Questions for discussion:

- the role of prices in a market economy;
- in a market economy prices act as signals;
- how prices answer the What, How and Who questions in a market economy;
- explain the Law of Diminishing Marginal Utility and give examples;
- the rationing effect of prices;
- the production-motivating function of prices.

4. Read the text and retell it:

TEXT:PRICING IN THE PRODUCT LIFE CYCLE

Each product passes through what is known as a product life cycle (PLC) from the time when it is introduced on the market to the time when it is removed from the market.

During its PLC, each product passes through four stages: introduction, growth, maturity, and decline. When the product no longer provides a satisfactory return, it is removed from the market, and the company's efforts are applied to new or more successful products.

Pricing plays a key role in the marketing strategies that are used for each product as it moves through its PLC, because each of the four PLC stages may require specific applications. During the growth stage of the PLC, sales increase rapidly and costs for promotion and distribution decrease because they are spread over a larger volume. The marketer wants to keep products in the growth stage as long as possible. This is the time to improve product quality and offer new models, features, and styles to keep the product existing.

Maturity is the stage when people buy as much of the product as they want. The maturity stage is usually the longest; it is the real test of a marketer's ability to use the elements of the marketing mix effectively. Price is one of the tools at the marketer's disposal. Competition is very strong during maturity stage. If there is a lot of competition in a product area, there will be a surplus of that product. Such a surplus leads marketers to reduce prices so that they can maintain their existing market shares. As an alternative to price reductions, marketers can introduce lower-priced models of the same product, or, in a different approach, they can introduce a higher-quality version of the same product with a higher price.

During *the decline* stage, a product's sales decrease. During this stage in the PLC, marketers reduce the costs of producing the product and cut back on advertising and promotion. The price of the product may be reduced slightly or may remain the same.

5. State which of the sentences are true and which are false:

1. Sometimes the product which provides a satisfactory return is removed from the market, and the company's efforts are applied to new or more successful products.
2. The growth stage is usually the longest; it is the real test of a marketer's ability to use the elements of the marketing mix effectively.
3. Promoting plays a key role in the marketing strategies that are used for each product as it moves through its Ps, because each of the four Ps may require specific applications.
4. As an alternative to price reductions, marketers can introduce lower-priced version of the same product with a higher price.
5. Each product passes the exam from the time when it is introduced on the market to the time when it is removed from the market.
6. If there is a lot of advertising in a product area, there will be a competition of that product.

6. Choose the correct variant a, b, c or d to fill in the gaps:

1. Such a surplus leads marketers to prices so that they can maintain their existing market shares.
a) cut off b) reduce c) cut down d) cut back
2. During this stage in the PLC, marketers reduce the costs of producing the product and cut back on and promotion.
a) work b) merchandizing c) advertising d) analyzing
3. During the decline stage, a product's sales
a) increase b) decline c) reduce d) decrease
4. Growth is the time to improve product quality and offer new models, features, and styles to keep the product
a) transacting b) existing c) exhibition d) transiting
5. Price is one of the tools at the marketer's
a) disposal b) proposal c) accuse d) discount

7. Translate into English:

1. Під час переговорів продавці дали нам знижку 2%,
оскільки це було наше перше замовлення,

і фірмабула засідка в авторгових контактах з нами.

2. Ми були цілком задоволені переговорами і в майбутньому чекаємо гарних ділових стосунків з фірмою «Блек енд Ко».

3. Ми знали, що нам доведеться погодитись на умови фірми.

4. Директор фірми сподівається, що партнери погодяться на проведення переговорів наступного тижня.

5. Секретарка поцікавилась, хто має прийняти містера Брауна.

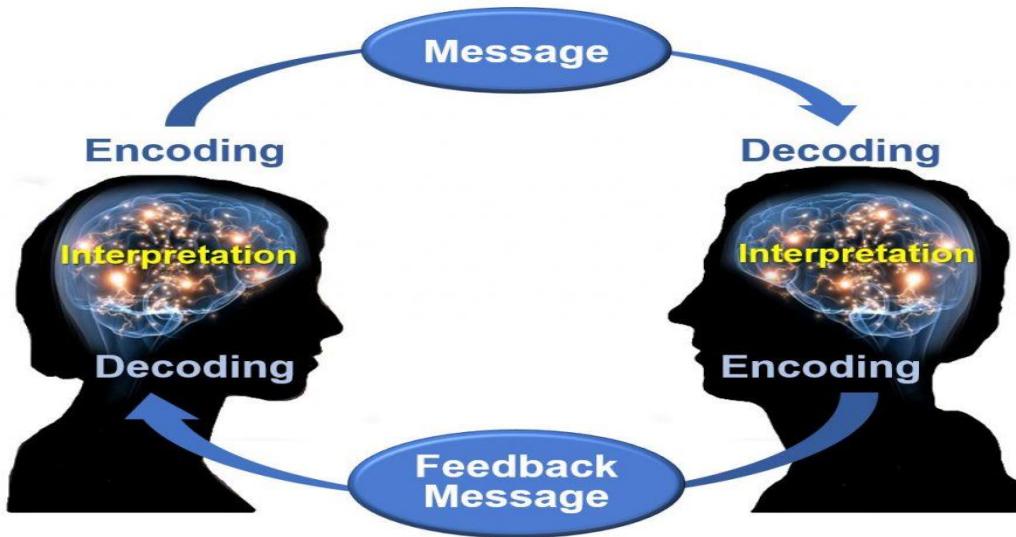
6. Рекреаційний «шопінг» – це розглядання вітрин, але не завжди покупка є його результатом.

7. Роздрібний торговець допомагає продавати товар за допомогою реклами та показів.

8. Замовлення товарів по телефону, з каталогів, газет, чи телевізійної реклами є дуже популярним сьогодні.

9. Посередник – це особа, яка працює в каналі розповсюдження товарів між виробником і кінцевим споживачем.

THEME 5. THE COMMUNICATIONS PROCESS



VIDEO!!!!

<https://study.com/academy/lesson/what-is-the-communication-process-definition-steps.html>

VOCABULARY

marketingcommunicationsmix

promotionalsubmix

publicrelations (PR)

channel of distribution

offering

consumer-oriented

advertising (ads)

institutional advertising

loading dock (US) / loading bay (UK)

storage area

to persuade

tool

regarding

to evaluate

to execute

oral

to notify

to identify

goodwill

to enhance

announcement

nationwide

комплекс маркетингових комунікацій (поєднання маркетингових засобів, які використовуються для передачі повідомлення про товар)

рекламний субкомплекс

зв'язки з громадськістю

каналпоширення

пропозиція

орієнтований на споживача

реклама

інституційна реклама

приміщеннямагазині,

зякогорозсилаються, розповсюджуються

авиносяться товари

зоназберігання

переконати

інструмент

щодо

оцінювати

виконувати

усний

повідомити

ідентифікувати

доброзичливість

підвищувати

оголошення

загальнонаціональний

pioneering
comparison
toelaborate

новаторський
порівняння
ретельнорозробити, обдумати

1. Define what part of speech are these words and translate them:

facility, dangerous, include, attentive, strictly, rely, unique, effectively, sensitive, easily, prefer, active, helping, naturally, satisfy, equip, requirement

2. Match the two parts of the sentences:

1. Monsanto used a public relations company to promote their	a) policy-makers concerning regulations for exploiting reserves in Antarctica.
2. The report confirmed that lobbying does influence the political decisionmaking	b) interests in the EU. The firm organized a visit to the headquarters in the United States.
3. An opposition party spokesman fears the campaign	c) process in the UK.
4. The oil industry is lobbying government to influence	d) donations from big business influence government policy.

3. Choose the correct words from the brackets to complete the report from a pressure group:

We are continuing our campaign to (1) (mobilize/ advise/ corrupt) public opinion. Following the (2) (fact sheet/ rally/ outside lobbying) in the town centre, we are organizing a further letter-writing (3) (conference/ campaign/ release) to keep up pressure on our local politicians. Our press (4) (release/ contributions/ code) generated three articles in the local newspapers. We are getting advice on media (5) (training/ bribing/ testimony) so that we will be more convincing when speaking to the press.

4. Read the following article from a magazine on public relations. Answer the questions:

1. What do you think of these tips? Can you think of any examples?
2. What tips can you add to this list?
3. Have you ever written press releases for your company? If so, what did you find easy/ difficult?

WRITING A KILLER PRESS RELEASE

You've all seen them: the press releases that would put any reader to sleep. You've barely glanced at the title before you're ready to curl up in bed. Campbell Associates is moving into cutting-edge new headquarters! 'But who cares about Campbell Associates? Who are Campbell Associates, anyway?' you ask yourself.

It takes more than an exclamation mark to catch a reader's attention. So read on for some tips on how to write a press release that will get read – and published!

1. Keep things real. Do not exaggerate when you write. Instead, make sure you deal with the facts. Journalists get dozens of press releases a day and words like "revolutionary" and "ground-breaking" get old very quickly, especially when these words are describing very ordinary events.

2. See the story from the reporter's point of view. Present your news as a story. The focus doesn't have to be on your company. What you want is something that people will want to read about. So focus on the people who use your products and services, and that

will make your story come to life.

3. Create a headline that will grab your readers' attention. Brainstorm four or five titles for an important press release, and then come back to them the next morning. See which one seems the most interesting to you.

4. Proofread carefully. A badly-written press release won't get read. Get help if you need it: there are a number of good, professional PR-agencies out there if you are not able to write perfect copy in English, for example.

5. Keep it short. Ideally, give the press release to someone who doesn't know anything about the topic, and have them look at it for fifteen seconds. When they give it back to you, can they tell you the most important points? If not, you need to revise what you've written.

5. Read and translate the text:

TEXT

THE MARKETING COMMUNICATION MIX

The marketing communications mix is divided into two submixes; the promotional submix and the public relations submix.

The Promotional Submix

The term "promotion" originates from the Latin term "promovere", meaning "to move forward". In marketing, it includes only communications. When products are moved forward from the loading dock into a storage area, this movement is not promotion. Thus, promotion is any communication activity whose purpose is to help move a product, service, or idea through a channel of distribution. Such communication activity is almost always persuasive.

Promotion is a tool of marketing. The major objective of promotion is to persuade buyers and consumers to purchase an offering. The promotional submix should be consumer-oriented, which means that all decisions regarding the promotional submix are reached with the potential customer's satisfaction.

Public Relations

Public relations (PR) is defined as the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a programme of action to earn public understanding and acceptance. Public relations start with research, that is, the firm must evaluate public attitudes.

The "public" of PR consists of all groups with which the individual, group, or firm interacts or hopes to influence. Marketers use institutional advertising, press releases, oral presentations about the firm or its products, company tours, and involvement in community projects as public relation tools.

6. Are these sentences true or false? Correct the false sentences:

1. Public relations (PR) is defined as the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest.
2. Public understanding and acceptance cannot be earned by PR executes' programme of action.
3. Marketing is a tool of promotion.
4. The term "promotion" originates from the Greek term "promovere", meaning "to move forward".
5. The marketing communications mix is divided into two submixes; the promotional submix and the public relations submix.
6. The "public" of PR consists of all groups with which the individual, group, or firm interacts or hopes to influence.

7. The major objective of promotion is to persuade buyers and consumers to put money on a deposit.
8. Promotion is any communication activity whose purpose is to help move a product, service, or idea through a channel of distribution.
9. Promotion is when products are moved forward from the loading dock into a storage area.
10. Public relations start with research, that is, the firm must affect public attitudes.

7. Choose the correct alternative:

1. Marketers use *promotional/institutional* advertising, press relates, oral presentations about the firm or its products, company tours, and involvement in community projects as public relation tools.
2. The promotional *submix/mix* should be consumer-oriented, which means that all decisions regarding the promotional submix are reached with the potential customer's satisfaction.
3. Promotion is any communication activity whose purpose is to help move a product, service, or idea through a channel of *distribution/selling*.
4. The major objective of promotion is to *penetrate/persuade* buyers and consumers to purchase an offering.
5. The promotional submix should be *buyer-oriented/consumer-oriented*, which means that all decisions regarding the promotional submix are reached with the potential customer's satisfaction.
6. Public relations start with research, that is, the firm must *evaluate/negotiate* public attitudes.
7. When products are moved forward from the loading dock into a *keeping/storage* area, this movement is not promotion.
8. The marketing communications mix is *divided/included* into two submixes; the promotional submix and the public relations submix.
9. In marketing, promotion includes only *advertising/communications*.
10. Such communication activity is almost always *persuasive/perceive*.

8. Fill in the blanks with appropriate words:

persuasive executes promovere interacts promotion

1. Public relations (PR) is defined as the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and _____ a programme of action to earn public understanding and acceptance.
2. The “public” of PR consists of all groups with which the individual, group, or firm _____ or hopes to influence.
3. The term “promotion” originates from the Latin term “_____”, meaning “to move forward”.
4. _____ is a tool of marketing.
5. Such communication activity is almost always _____.

9. Match the words and their definitions.

1 communications	A a means by which information or goods pass from one place to another
2 public relations	B the business of announcing that something is for sale or of trying to persuade customers to buy a product or service
3 comparison	C the good reputation of a business, which can be

4 channel	calculated as part of a company's asset value, though separate from its tangible asset
5 advertising	D the act of comparing one thing with another
something at some price	E an action of stating that you are prepared to sell
6 nationwide	F the part of a harbour where ships can load or unload
7 goodwill	G the fact of being able to contact people or to pass messages
8 loading dock	H an act of telling something in public
9 offering	I is handling all publicity
10 announcement	J all over a country

10. Match the words in the right column with the words in the left column to make word combinations.

1 marketing	a public understanding
2 to move	b forward
3 loading	c advertising
4 channel	d communications mix
5 to persuade	e project
6 institutional	f tools
7 to evaluate	g dock
8 community	h of distribution
9 public relation	i public attitude
10 to earn	j buyers

SELF-STUDY

I. Complete the news report using words from the box:

catching coverage graphics hung shelters wrapped

Commuters in Bristol were surprised by an invasion of out-of-home advertising last Tuesday. The opening of a new concert hall was announced by huge banners (1) on prominent sites around the city. Buses were (2) in the concert hall's logo and colours. Bus (3) were treated to new eye. (4) interactive ads that lit up and made noises as pedestrians walked past. A spokesperson for the new concert hall said that the public reaction had been good. 'We got greater (5) than we had imagined' he added. One commuter said that she had been pleasantly surprised to find herself walking on floor (6) instead of the ordinary floor.

II. Match the two parts of the sentences:

1. Procter and Gamble has released viral	a) agents called CrewBlue Ambassadors.
2. In addition to launching Nocruf.org website, the campaign includes paid search ads, and two viral videos on the peer	b) rooms.
3. The Sony advert with paint exploding over a block of flats spread	c) along the airline's brand message on university campuses.
4. The general	d) public was allowed to attend the shooting of the new campaign and the film was released on the Bravia website.
5. The film has been uploaded onto peer to peer sites and widely discussed in chat men to shave.	e) commercials that aim to persuade
6. The JetBlue airline recruited a network of buzz	f) on the Internet.
7. Influential students pass	g) to peer site YouTube.com.
8. A portal allows ambassadors to share ideas and communicate with other students in their social	h) networks.

III. Prepare short reports on the following topic using the basic expressions:

Marketers and consumers are people talking about sales promotions: We run a prize draw, or competition, every year in the summer. It's free to enter, so we have to label the packs with no purchase necessary to show that consumers don't have to buy the product to enter. This year we are thinking of changing the rules. We'd like to include an element of skill by asking the entrants to answer a simple question in order to take part. This way we can require a proof of purchase, like a receipt, from the entrants.

I bought these biscuits because I had a money-off coupon. Thirty pence off, now that's not bad. My son got it from the Internet. It's one of these new e-coupons. You know – an online coupon.

I always buy my shampoo when there is a special offer, like three-for-two. It's even better if its buy one get one free, or BOGOF.

As the marketing manager for a breakfast cereal, I like to use gifts with purchase to target children. We often put a small plastic toy inside the packet.

My local supermarket always goes crazy in the summer with seasonal promotions for sun cream and leg wax. Sometimes you can't find the milk because of all the in-store promotions.

IV. Make word combinations using a word or phrase from each box. One word can be used twice. Then use the word combinations to complete the sentences below:

an element coupons money-off offer no of skill online promotions seasonal purchase special necessary three for two

1. Some can be found on the Internet. These are called
2. When children go back to school after the long holidays they are always on pencils, paper and school bags.
3. If is written on the pack, you can enter the price draw without having to buy a product.
4. For some prize draws is needed to answer questions or complete a simple task.
5. is a popular type of as you get one free product.

ADVERTISING

The word “advertising” comes from the French term “avertir” meaning “to notify”. Communication is necessary for notification. Advertising is simply the way a business (firm) talks to potential customers or clients about products or services. The role of advertising is to inform potential users that the product or service is available and to persuade people to try it by pointing out the benefits it offers.

Advertising is marketing’s most visible form of communication. Usually the marketers define advertising as “any paid form of nonpersonal presentation and promotion of ideas, goods, or services by a sponsor”.

The four key elements in this definition are: 1) paid form, 2) nonpersonal presentation, 3) promotion of ideas, goods, or services, and 4) an identified sponsor. Advertising may be classified according to purpose. The message is promotional if the purpose is to persuade potential buyers to select a specific product or service. But if the purpose is to generate goodwill or enhance a firm’s image, the message is institutional.

There are two types of printed ads appearing in newspapers or magazines: 1) classified – small, usually containing a few lines of print advertisement, usually serving simply as an announcement indicating that particular goods or services are being offered for sale; and 2) display ads which are larger than classified ads and usually contain a persuasive message.

Another classification is based on the sponsor and the audience to which ads are directed. Local advertising is sponsored by local businesses and is directed at buyers within a town, city, or trading area.

Advertising sponsored by a manufacturer or supplier of goods and services sold on a nationwide basis is referred to as national advertising. Advertising also may be classified by level of demand influence. In the introductory stage of a product’s life cycle, ads are classified as pioneering ads. Competitive ads stimulate selective demand and promote a specific brand. Comparative ads also attempt to stimulate selective demand, but they contain comparisons between two brands. Reminder ads remind prospects to buy and do not elaborate on why they should buy.

Type of appeal may also be used to classify advertising. Factual, or rational, advertising is designed to appeal to rational thought process. The message simply contains facts about a product or service. Emotional advertising messages appeal to a

prospective buyer's emotions as they are influenced by the individual's wants and needs.

V. State which of the sentences are true and which are false:

1. Sometimes product or service does not offer the benefits and the role of advertising is to inform potential users about it.
2. If the purpose is to generate goodwill or enhance a firm's image, the message is promotional.
3. Advertising may be classified according to purpose.
4. Communication is not necessary for notification.
5. Advertising sponsored by a manufacturer or supplier of goods and services sold on a nationwide basis is referred to as national advertising.
6. Emotional advertising messages appeal to a prospective buyer's emotions as they are influenced by the individual's wants and needs.
7. Advertising is marketing's most visible form of regulation.
8. Advertising is simply the way a business (firm) talks to potential customers or clients about products or services. The four key elements in this definition are: 1) paid form, 2) nonpersonal presentation, 3) promotion of ideas, goods, or services, and 4) an identified sponsor.
9. The message simply contains facts about a product or service.
10. Display ads are larger than classified ads and usually contain an announcement indicating that particular goods or services are being offered for sale.

VI. Choose the correct alternative:

1. Local is sponsored by local businesses and is directed at buyers within a town, city, or trading area.
a) sponsoring b) volunteering c) advertising d) unpretending
2. Usually the marketers define advertising as "any paid form of presentation and promotion of ideas, goods, or services by a sponsor".
a) perfect b) personal c) traditional d) nonpersonal
3. In the introductory stage of a product's life cycle, ads are classified as ads.
a) customer b) shareholder c) franchising d) pioneering
4. Comparative ads also attempt to stimulate selective demand, but they contain between two brands.
a) comparisons b) gap c) difference d) drawback
5. Factual, or rational, advertising is designed to to rational thought process.
a) take b) come c) appeal d) deal

VII. Translate into English:

1. Товар не було доставлено вчасно, оскільки у фірми було занадто багато замовлень.
2. Наступного року фірма збирається представити на світовий ринок нову модель комп'ютера.
3. Нашого менеджера запитали, чи використовується цей новий метод у промисловості.
4. Вам слід було прийти раніше, оскільки обговорення питання, яке Вас цікавить, уже почалося.
5. До пропозиції має бути додано каталог, а також технічні характеристики машини.

MODULE TEST

1. Read the text again and choose the best answer:

1. A financial market is a market in which:
 - a) only entities can trade financial securities and commodities;
 - b) people and entities can buy financial securities, commodities and other fungible assets;
 - c) can trade financial securities, commodities and other fungible assets.
2. The prices for financial securities, commodities and other fungible assets are determined by:
 - a) national state principles;
 - b) pure supply and demand principles;
 - c) pure supply principles.
3. Basis of financial markets are:
 - a) borrowers and lenders;
 - b) lended and borrowed money;
 - c) both.
4. Individual persons generally take:
 - a) short term or long term mortgage loans from other individuals;
 - b) short term or long term mortgage loans from banks;
 - c) none.
5. Lenders in the financial market are:
 - a) borrowers;
 - b) lenders;
 - c) investors.

2. Fill in the gaps with the most appropriate term from the list:
proper; reduces demand; savings; investors; available; convert; securities liquidity; cash; determined; selling

1. Financial market gives impetus to the (1) ... of the people.
2. This market takes the uselessly lying finance in the form of(2) ... to places where it is really needed.
3. The price of any goods or services is (3) ... by the forces of (4)... and supply.
4. Like goods and services, the (5) ... also try to discover theprice of their (6)
5. The financial market is helpful to the investors in giving them(7) ... price.
6. This is the reason that it provides (8) ... to securities.
7. They can also (9) ... their investment into money wheneverthey so desire.
8. Various types of information are needed while buying and(10) ... securities.
9. In this way, the financial market (11) ... the cost oftransactions.
10. This is a market where the buyers and the sellers of all thesecurities are (12) ... all the times.

3. Match the term from column A with its definition from column B:

1. liquidity	b) money or ready money
2. to facilitate	f) the possession of sufficient liquid assets to dischargecurrent liabilities
3. to reduce	g) to make or become smaller in size, number, extent,degree, intensity, etc
4. crucial	e) to lay out (money or capital in an enterprise, especiallyby purchasing shares) with the expectation of profit
5. cash	h) to change or go or cause to change or go from onething,

6. to transfer	person, or point to another
	d) to change or adapt the form, character, or function of; transform
7. to invest	a) to make easier
8. to convert	c) very important

4. Read the text again and choose the best answer:

1. Financial market gives strength to economy by:
 - a) public finance available at the right place;
 - b) making finance available at the right place;
 - c) making national public budget.

2. Financial market takes the uselessly lying finance in the form of cash to:

- a) only cities and communes;
- b) communes where it is really needed;
- c) places where it is really needed.

3. The price of any goods or services is determined by:
a) supply law;
b) demand law;
c) demand and supply.

4. Through the medium of financial market investors can invest their money in:

- a) international trade;
- b) securities;
- c) none.

5. The financial market makes available every type of information without spending:
a) any bonds;
b) any money;
c) any securities.

6. Financial market gives impetus to:
a) the savings of the people;
b) the forces of demand and supply;
c) the cost of transactions.

5. Fill in the gaps with the most appropriate term from the list. Then read and translate:

determined; goods; proper; available; perform; savings; cash; wish; dealing; transferring

Financial market gives strength to economy by making finance(1) ... at the right place. Actually, there is not one financial market, but rather many markets, each (2) ... with a particular type of financial instrument. But all financial markets (3) ... crucial functions. Some of the important functions of financial market are as follows:

(1) Mobilization of Savings and their Channelization into more Productive Uses: Financial market gives impetus to the (4) ... of the people. This market takes the uselessly lying finance in the form of (5) ... to places where it is really needed. Many financial instruments are made available for (6) ... finance from one side to the other side. The investors can invest in any of these instruments according to their (7)

(2) Facilitates Price Discovery: The price of any goods or services is(8) ... by the forces of demand and supply. Like (9) ... and services, theinvestors also try to discover the price of their securities. The financialmarket is helpful to the investors in giving them (10) ... price.

6. Fill in the gaps with the most appropriate term from the list:

proper; reduces demand; savings; investors; available; convert; securities liquidity; cash; determined; selling

1. Financial market gives impetus to the (1) ... of the people.
2. This market takes the uselessly lying finance in the form of(2) ... to places where it is really needed.
3. The price of any goods or services is (3) ... by the forces of (4)... and supply.
4. Like goods and services, the (5) ... also try to discover the price of their (6)
5. The financial market is helpful to the investors in giving them(7) ... price.
6. This is the reason that it provides (8) ... to securities.
7. They can also (9) ... their investment into money whenever they so desire.
8. Various types of information are needed while buying and(10) ... securities.
9. In this way, the financial market (11) ... the cost of transactions.
10. This is a market where the buyers and the sellers of all these securities are (12) ... all the times.

7. Match the term from column A with its definition from column B:

1. liquidity	b) money or ready money
2. to facilitate	f) the possession of sufficient liquid assets to discharge current liabilities
3. to reduce	g) to make or become smaller in size, number, extent, degree, intensity, etc
4. crucial	e) to lay out (money or capital in an enterprise, especially by purchasing shares) with the expectation of profit
5. cash	h) to change or go or cause to change or go from one thing, person, or point to another
6. to transfer	d) to change or adapt the form, character, or function of; transform
7. to invest	a) to make easier
8. to convert	c) very important

8. Choose the correct variant a, b, c or d to fill in the gaps:

6. These interacting factors cause changes in pricing decisions.
a) vulnerable b) frequent c) invisible d) violent
7. Both business factors and environmental factors enter into pricing decisions.
a) internal b) external c) promotional d) pricing
8. Environmental pricing factors include increased competition, technological progress, changes in supply and demand, a changing legal environment, and better informed customers.
a) solid b) liquid c) vivid d) rapid
9. When business executives were again in the mid-1970s, pricing was named the most important of the 12 activities.
a) surveyed b) conveyed c) betrayed d) obeyed
10. It was considered less important than product research and development, marketing research, sales management, advertising and sales promotion planning, and customer services.
a) personal b) personnel c) PR d) CEO

9. Match the words in the right column with the words in the left column to make word combinations.

1	charged	a	device
2	the difference	b	in price
3	to be vulnerable	c	from competition
4	recognized	d	to price competition
5	the exchange	e	by a marketer
6	to insulate smth.	f	technique
7	quantity	g	transactions
8	communicative	h	brands
9	competitive	i	payment
10	the type of	L	of value

GRAMMAR

PRESENT SIMPLE TENSE

EXERCISES

1. Put in am, is or are.

1. The weather is very nice today. 2. I ... not tired. 3. This case ... very heavy. 4. These cases ... very heavy. 5. The dog ... angry. 6. We ... hungry. 7. My brother and I ... fond of tennis. 8. I ... 17, I ... 22. 9. Ann ... at home but her children ... at school. 10. I ... a student. My sister ... an architect.

2. Write full sentences. Use am / is / are each time.

1. (My shoes very dirty).....
2. (My bed very comfortable)
3. (I not happy today)
4. (She 6 years old)
5. (The houses old)
6. (Those flowers beautiful)
7. (The examination not difficult)

3. Put in am/is/are.

1. Чия це книжка? — Це не моя книжка. Це його книжка.
2. Де твоя ручка? - Вона в пеналі.
3. Чий це портфель? — Це портфель моєї сестри.
4. Чиї це олівці? — Це олівці не мої. Це олівці моого сина.
5. Чия це кімната? - Це кімната моого брата. В кімнаті стіл та стілець.
6. Це твій зошит? — Цей зошит не мій.
7. Де твої книжки? - Мої книжки на полиці.
8. Це його батьки? Так, його.
9. Чий це папір? — Це мій папір. — А де мій? Твій папір в столі.
10. Ця дівчинка моя сестра. Їй сім років.
11. Це моя кімната. Кімната велика. В кімнаті багато книжок.
12. Де ваші батьки? — Вони на роботі.
13. Чий це кіт? — Цей кіт мій.
14. Це моя машина. Машина нова. Вона в гаражі.
15. Де твоя сестра? — Вона вдома.
16. Я не учень. Я студент.
17. Його брат учень. Він у школі.
18. Мої батьки інженери. Вони на роботі.
19. Ви лікар? - Ні, я вчитель.
20. Твоя сестра учениця? — Ні, вона інженер. Вона на роботі.
21. Її сестра не секретарка. Вона вчителька.
22. Ці люди лікарі? - Ні, вони льотчики.
23. Ваша сестра вдома? — Ні, вона на роботі.
24. Наш батько вчений.
25. Його тітка не лікар. Вона актриса.
26. Це моя книжка. Вона на столі.
27. Мій двоюрідний брат не вчений, він інженер.

28. Це картини. Вони на стіні. Картини дуже гарні.
29. Моя бабуся пенсіонерка. Вона не на роботі. Вона вдома.
30. Ваші діти школярі? — Так, вони школярі.

4. Put in am/is/are.

1. He ... a student. He ... a good student.
2. His father ... a doctor.
3. My mother ... not a teacher.
4. ... your sister a pupil? — Yes, she
5. They ... at home now.
6. This ... my house.
7. ... they at school? — No, they ... not at school.
8. ... your father a pilot? — Yes, he
9. Nicky... not a student. He ... a pupil. He ... at school now.
10. These men ... drivers.
11. I ... a pupil, I ... not a student.
12. ... this your book? — This book ... not mine. My book ... in my bag.
13. Michael has a brother. His brother ... 20. He ... a student. He ... at home now.
14. These ... his newspapers.
15. there any books on your table? - Yes, there
16. I ... a doctor. I ... a good doctor.
17. his friends at school now? — No, they ... in the garden.
18. ... her sister a teacher? - Yes, she

5. Поставте подані речення в питальній і заперечній формах.

1. My friend lives in London.
2. Her uncle speaks French badly.
3. It often snows in winter.
4. He is my best friend.
5. His parents get up very early.
6. They listen to the news every evening.
7. We usually spend our holidays in the country.
8. They are our relatives.
9. My sister wants to become a teacher.
10. Her child likes to read the fairy-tales.

6. Розкрийте дужки, вживаючи дієслова в *Present Simple*.

1. I (not to walk) to work every morning.
2. She (to wash) her car once a week.
3. We (to spend) our holidays in the country.
4. He (not to hope) to go there.

5. She (to go) to the theatre twice a month.
6. Mary (not to live) near the station.
7. You (to take) your dog for a walk?
8. She always (to invite) her friends to her birthday party.
9. He (to drink) coffee every morning.
10. Her brother (to study) in London?
11. I (to go shopping) every day.
12. He (to speak) Spanish?
13. I (to visit) my friend every week.
14. Helen (not to read) a lot.
15. He (to sleep) till nine o'clock.

7. Поставте подані речення в заперечній і питальній формах.

1. He goes to school every day.
2. My sister works here.
3. They eat a lot.
4. We work every day.
5. I come from Ukraine.
6. He comes from Germany.
7. They live in the USA.
8. He plays football every day.
9. I visit my parents very often.
10. His father works at an office.
11. She gets up at seven o'clock.
12. They play tennis very often.
13. We go to the cinema on Saturdays.
14. He wants to become a pilot.
15. My brother watches television every night.
16. I read newspaper every day.
17. Her father finishes his work at six o'clock.
18. Nick goes to bed at nine.
19. He goes to school by bus.
20. We skate once a week in winter.

8. Розкрийте дужки, вживаючи дієслова в *Present Simple*.

1. She (to learn) English.
2. I (to like) music.
3. My brother (to be) a school-boy. He (to go) to school.
4. Michael (to do) his lessons every day.
5. She (to live) in this house.

6. After supper my sister (to go) for a walk.
7. We (to visit) our grandparents very often.
8. The girl (to sing) very well.
9. My father (to work) at school.
10. Usually I (to have) dinner at 3 o'clock.
11. He (to want) to become a doctor.
12. Our mother (to come) home very late.
13. His brother (to go) in for sports.
14. She (to like) reading very much.
15. They often (to take) a bus.

9. Make a test:

1. Maggie and Carol good friends.

a) am b) are c) is d) isn't

2. Sue a science teacher.

a) are not b) is c) are d) am

3. Mark Steven a student at Kennedy High School. It an old school.

a) am / is b) are / is c) is / am d) is / is

4. Margarita from Spain. I from Turkey.

a) is / am b) are / is c) am / is d) is / are

5. You and I at the same age.

a) am b) isn't c) are d) is

PAST SIMPLE TENSE EXERCISES

1. Complete the sentences put the verb into the correct form, positive or negative. (simple past tense)

1. It was warm, so I off my coat. (take)
2. The film wasn't very good. I it very much. (enjoy)
3. I knew Sarah was very busy, so I her. (disturb)
4. I was very tired, so I to bed early. (go)
5. The bed was very uncomfortable. I very well. (sleep)
6. Sue wasn't hungry, so she anything. (eat)
7. We went to Kate's house but she at home. (be)
8. It was a funny situation but nobody (laugh)
9. The window was open and a bird into the room. (fly)
10. The hotel wasn't very expensive. It very much. (cost)
11. I was in a hurry, so I time to phone you. (have)
12. It was hard work carrying the bags. They very heavy. (be)

2. Complete the sentences in simple past tense.

1. I my teeth. (brush)
2. Tom tennis with his friends. (play)
3. They for their exam. (study)
4. Susan to me quietly. (talk)
5. Thomas me with my homework. (help)
6. Daniel his car. (wash)
7. The baby a lot. (cry)
8. The man so fast. (walk)
9. The mechanic the car. (fix)
10. My mother the flowers. (water)
11. The policeman the bus. (stop)
12. Alicia her bag. (carry)
13. She the door. (open)
14. Sonia the train. (miss)
15. I my teacher. (like)

3. Complete the sentences in simple past tense.

1. She to bed at 10 o'clock yesterday. (go)

2. Jenny [] very late as well. (sleep)

3. They [] a lot of calories in that marathon. (burn)

4. Benny [] about a year ago. (quit)

5. Todd [] 10 pounds when he was born. (is)

6. Dan [] his car to car wash. (take)

7. The boy [] off the couch in the morning. (fall)

8. The bride [] after the groom. (run)

9. The hot air balloon at the field [] a lot of attention in yesterday's game. (draw)

10. My mother [] the birds before we left for vacation. (feed)

4. Complete these sentences in the PAST TENSE, using the correct verb:

* play * enjoy * watch * listen * talk * phone * stop * walk * travel * like * stay
 I watched the late film on TV last night. 1. We really the concert last night. It was great! 2. She with friends in Brighton last summer. 3. Italy very well in the last World Cup. 4. Her parents by train from Shanghai to Moscow. 5. I you four times last night but you were out. 6. We along the beach yesterday. It was lovely. 7. She the film but she didn't like the music. 8. The men work at exactly one o'clock. 9. I to the new Sting album yesterday. It's great. 10. They to us about their trip to Madagascar. It was very interesting.

5. Complete the conversation with WAS / WASN'T / WERE / WEREN'T.

A: Where were you last night? I phoned you but you at home.

B: I out with friends. We at the Bluenote Café.

A: Julia there?

B: No, she Why?

A: Oh, I just wondered.

B: She out with Nick. They at the Oasis. I think.

A: No, they

B: How do you know?

A: Because I there!

6. Complete the man's statement with the PAST SIMPLE form of the verbs in brackets:

Last night I (go) to my favorite restaurant in West Street. I (leave) the restaurant at about 11 o'clock. It (be) a warm evening and I (decide) to walk along the beach. Suddenly, I (hear) a noise. I (turn) and (see) three boys aged about eighteen. One boy (come) up to me and (ask) me the time. When I (look) down at my watch, he (hit) me and I (fall) to the ground. Another boy

..... (take) my wallet. I (shout) for help. Then they(run) away.F)Complete the story. Use the verbs in the brackets:Last year I went (go) on holiday. I (drive) to the sea with my friend. On the first day we (look) at the beautiful buildings and (eat) in lots of restaurants. The next day (be) very hot so we (drive) to the sea. We (leave) our clothes in the car and (sunbathe) and (swim) all day. At six o'clock we (walk) to our car, but the car(be) there. We (buy) some clothes and (go) to the Police Station. The police (be) nice and we (sleep) in the police station.

FUTURE SIMPLE TENSE EXERCISES

1. Use the correct form of the FUTURE SIMPLE:

- 1.A: Oh! You've got a ticket for the party.B: Yes. I (see) it on Friday.
- 2.A: Tea or coffee?B: I (have) coffee, please.
- 3.There isn't any cloud in the sky. It (be) a lovely day.
- 4.We (win) the match. We're playing really well.
- 5.The festival (last) for ten days.
- 6.I (have) a meal with a few friends. There (be) about ten of us.
- 7.Phil (come) round us tomorrow. We (be) at the airport at 9:30.
- 8.Why don't you come with us. I'm sure you (enjoy) the show.
- 9.That(not / cost) more than \$50.
- 10.The museum (open) at 9:00 everyday but tomorrow it (not / be) opened at 9:00.
- 11.I (pay) it back to you as soon as I get my salary.
- 12.The manager said,"We (have) the meeting on Thursday."

2. Fill in WILL or BE GOING TO:

- 1.A: Why do you need so much sugar?B: Imake a cake.
- 2.A: Oh no! I've left my purse at home and I haven't got any money on me!B: Don'y worry. I lend you some.
- 3.A: I don't know how to use this mixer. B: That's OK. I show you.
- 4.A: Why are all these people gathered here?B: The Prime Minister open the new hospital ward.
- 5.A: Did you remember to buy the magazine I asked for?B: Sorry, I didn't. I buy it when I go out again.
- 6.A: What's that on your curtains?B: It's a stain. I take them to the dry cleaner's tomorrow.
- 7.A: These bags are very heavy. I can't lift them.B: I carry them for you.
- 8.A: I hear you're going to Leeds University in September.
B: Yes, Istudy French and German.
- 9.A: Why don't you tidy your room?B: Iplay football in ten minutes, so I haven't got time.
- 10.A: How can we get all this home?B: Iask James to come and help.
- 11.She has bought some wool. She knit a sweater.
- 12.A: This problem is very difficult.B: I help you to solve it.
- 13.A: Why are you taking down all the pictures?B: I paint the room. 14.I climb that mountain one day.
- 15.Look at that young man. He looks very pale. He faint.
- 16.A: Why are buying that spade?B: I plant some trees in my garden at the back of the house.

17. She get better. There are positive signs.

18. I'm hungry. I have something to eat.

19. I be 38 years old next week.

3. Put the verb in to the correct form using WILL or GOING TO:

1.A: Why are you turning on the television? B: I (watch) the news.

2.A: Oh, I've just realized. I haven't got any money. B: Don't worry. That's no problem. I (lend) you some.

3. Those clouds are very black, aren't they? I think it (rain).

4.A: I've got a terrible headache. B: Have you? Wait here and I (get) an aspirin for you.

5.A: Why are you filling that bucket with water? B: I (wash) the car.

6.A: I've decided to re-paint this room. B: Oh, have you? What colour (you / paint) it?

7.A: Look! There's smoke coming out of that house. It's on fire! B: Good heavens! I call the fire-brigade immediately.

8.A: The ceiling in this room doesn't look very safe, does it? B: No, it looks as if it (fall) down.

9.A: Where are you going? Are you going shopping? B: Yes, I (buy) something for dinner.

10.A: I can't work out how to use this camera. B: It's quite easy. I (show) you.

11.A: What would you like to drink – tea or coffee? B: I (have) tea, please.

12.A: Has George decided on what to do when he leaves school? B: Oh yes. Everything is planned. He (have) a holiday for a few weeks and then he (start) a computer programming course

PRESENT CONTINUOUS TENSE EXERCISES

1. Fill in the blanks using present progressive tense.

1. Look! it is raining (rain)
2. They (watch) the news on TV.
3. The birds (fly) to South.
4. Matt (wait) for the bus.
5. The chef (not cook) anything today.
6. What Helen (do) at the moment?

2. Fill in the blanks with PRESENT CONTINUOUS:

1. The children (play) outside now.
2. She (read) the newspaper at the moment.
3. I (do) my homework now.
4. I (eat) my dinner now.
5. (you / want) a pizza?
6. They (watch) TV now.
7. Listen! I (not / like) spaghetti. And you?
8. The baby (sleep) now.
9. My mother (cook) dinner!
10. He (write) a letter to his pen-friend.
11. She (not / play) football whole day.
12. Mary (listen) to music now.
13. Tom usually (drink) coffee, but he (drink) tea now.

3. Build up sentences:

1. He / like watching TV / but / he / not / watch / at the moment / because / he / sleep //
2. What / Wendy / do / at the moment / ? // She / clean / her teeth / bathroom // 3. mother / can (-) / help me / now / because / she / cook / kitchen //
4. Why / you / eat / sandwich / now / ? // Because / I / be / hungry //
5. Tim / now / go / work / bicycle //
6. children / play / games / now //

4. Complete the sentences.

Use the present continuous form of the verb in brackets. Use contractions where possible.

1. You (use) my mobile phone!
2. My dad (wash) his car.

3. It (not rain) today.
4. Who (she / chat) to now?
5. What (you / do) at the moment?
6. We (sit) on the train.
7. The students (have) lunch in the canteen.
8. 'Are you making dinner?' 'Yes, I .'

5. Write the words in the ing-form form.

Feed, walk, wash, play, do

- Can I speak to Brad, please? I'm sorry, he's _____ his pet now.
- Can I speak to Paul, please? I'm sorry, he's _____ his homework now.
- What about Kelly? No, sorry, she's _____ her pet in the park now.
- Can I speak to Jenny then? Sorry, she's _____ the dishes now.
- Can I speak to Alice or Alex, please? I'm sorry, they're _____ tennis now.

6. Make up negative sentences in Present Progressive.

- the sofa / Sam / is / on / not / sitting.
- Are / playing / not / the cats.
- cooking / Mother / not / my / is
- Reading / friends / her / are / not

7. Make up questions.

- now / Tom / coffee / is / drinking?
- playing / Now / the / boys / are?
- the / skipping / girl / now / is?
- the / eating / fish / cats / are?

PAST CONTINUOUS TENSE EXERCISES

1. Decide whether to use 'was' or 'were'.

1. Boris.....learning English. They swimming in the lake. Your father..... repairing the car. I reading a magazine. You..... packing your bag. My friends watching the match on TV. It raining. The dog barking. The children brushing their teeth. Anne and Maureen singing a song.

2. Fill in the blanks with a correct form of PAST CONTINUOUS:

1. Alice hurt herself while she (skate). 2. I met my neighbor while I (walk) home from work. 3. Sally saw a friend while she (ride) her bicycle along Park St. 4. Peter fell asleep while he (study). 5. Bob stepped on Jane's feet while they (dance) together. 6. I cut myself while I (shave). 7. Mr. and Mrs. Brown burned themselves while they (bake) cookies. 8. Tommy had a nightmare while he (sleep) at a friend's house.

3. Fill in the blanks with a correct form of PAST CONTINUOUS:

1. It was very cold. The sun was not shining. (not / shine) 2. It wasn't a stormy night. The wind (not / blow) 3. He wasn't sleeping. He (look) at the ceiling. 4. They were having a rest. They (not / work). 5. They were very happy. They (enjoy) the party. 6. He was at home. He (watch) a movie on TV. 7. He was getting worse. He (not / recover). 8. We (travel) in the north of Turkey when we were on holiday. 9. She (drive) so fast when the accident happened. 10. I (not / sleep) when you came in.

4. Write the words in brackets in the correct forms in English using Past Continuous Tense.

1. He all day yesterday. (rest)
2. We through the window when mother came in. (look)
3. They a newspaper when I entered. (read)
4. I to her but she didn't hear me. (speak)
5. I didn't go for a walk because it (rain)
6. When you telephoned I my room. (sweep)
7. They with John's wife when I came in. (talk)

8. While we [] we heard a shot. (**play**)

9. She [] along the embankment when I met her yesterday. (**walk**)

10. We [] home when, it started to snow. (**go**)

11. I [] very hard when he called. (**study**)

12. She [] when his friend arrived. (**sleep**)

13. They [] to the lecture when the light went off. (**listen**)

14. She still [] when we returned home. (**work**)

15. When he [] his garden he found a silver coin. (**dig**)

FUTURE CONTINUOUS TENSE EXERCISES

1. Change the verb into the correct form:

1. He (wait) for quite some time.
2. Tomorrow at this time I (dance) at a party.
3. Next week at this time I (sunbathe) at the beach.
4. At 5 o'clock you (help) your brother.
5. This evening at 8 o'clock, she (watch) a movie with her friends.
6. Nicole (have) a hard time.
7. We (smile), and they (cry).
8. Rebecca (clean) the house, and John (wash) the dishes.
9. Tonight they (talk), (dance) and (have) a good time.
10. It (rain) tonight.
11. Tomorrow we (rest) and (have) fun.
12. Tonight at 10 o'clock she (come) home.
13. The day after tomorrow he (move) his apartment.
14. At this time tomorrow, I (sleep) deeply.
15. You (work) very hard to get that deal.

2. Change the verb into the correct form:

1. I (wait) when she (come).
2. They (work) when he (call).
3. He (read) when I (call) him.
4. When the bus (arrive) we (stand).
5. When the party (start), we (talk) outside.
6. When the police (arrive), we (go) north.
7. You (watch) the movie when we (come).
8. It (rain) when she (return).
9. Tiffany (jog) when you (meet) her.
10. The water (boil) when we (come) back.
11. The waiter (serve) when the manager (arrive).
12. When we (call) him, he (rest).
13. Steven (fly) to Italy when his mail (arrive).

14. The kids [] (play) with the ball when I [] (call) them.
15. You [] (sleep) when she [] (return).

3. Make future continuous 'yes / no' questions:

When the boss comes,

1. _____ (I / sit) here?
2. _____ (John / us) the computer?
3. _____ (Jane and Luke / discuss) the new project?
4. _____ (we / work) hard?
5. _____ (you / talk) on the telephone?
6. _____ (she / send) an email? 7. _____ (they / have) a meeting? 8. _____ (he / eat) lunch?
9. _____ (you / type)?
10. _____ (he / make) coffee?

4. Make sentences with WILL BE -ING:

- 1.I'm going to watch television from 9 until 10 o'clock this evening. So at 9.30 I
- 2.Tomorrow afternoon I'm going to play tennis from 3 o'clock until 4.30. So at 4 o'clock tomorrow I
- 3.Jim is going to study from 7 o'clock until 10 o'clock this evening. So at 8.30 this evening he
- 4.We are going to clean the flat tomorrow. It will take from 9 until 11 o'clock. So at 10 o'clock tomorrow morning
- 5.Tom is a football fan and there is a football match on television this evening. The match begins at 7.30 and ends at 9.15. So at 8.30 this evening
- 6.Don't phone me between 7 and 8. (we / finish) dinner then. 7.A: Can we meet tomorrow afternoon?B: Not in the afternoon. (I / work).
- 8.Do you think (you / still / do) the same job in ten years' time?
- 9.If you need to contact me, (I / stay) at the Hilton Hotel until Friday.
- 10.A: (you / see) Laura tomorrow?
B: Yes, probably. Why?
A: I borrowed this book from her. Can you give it back to her?

5. Ask questions with WILL YOU BE -ING?

- 1.You want to borrow your friend's bicycle this evening. (you / use / your bicycle this evening?).....
- 2.You want your friend to give Tom a message this afternoon. (you / see / Tom this afternoon?).....

3. You want to use your friend's typewriter tomorrow evening.(you / use / your typewriter tomorrow evening?).....

4. Your friend is going shopping. You want him/her to buy some stamps for you at the post office. (you / pass / the post office when you're in town?).....

PRESENT PERFECT TENSE EXERCISES

1. Fill in the blanks with *ALREADY* or *YET*:

1. He hasn't called us
2. They have sent the letter.
3. John has bought the tickets for the football match. 4. We have been to Mexico three times.
5. You haven't visited Tokyo
6. Has John bought a new car ?
7. The plane has left.
8. Has she done it ? No, not
9. A: Haven't they arrived ? B: Oh, yes. They have arrived.
10. Hurry up! The class has started.
11. Be careful! They have painted the door.
12. Haven't you read the book ?

2. Put the verbs in brackets into PRESENT SIMPLE PASSIVE:

There is a chimpanzee which is called (call) "Bubbles". It (own) by Michael Johnson. It (keep) in his home. It (feed) every day by Michael Johnson himself. It (always / dress) in funny clothes. It (said) that "Bubbles" is Michael Johnson's only friend

3. Complete the following sentences in the present perfect simple tense.

- 1) She _____ (to be) happy all day. 2) It _____ always _____ (to snow) here in December. 3) Dan _____ (to be) sick for three days. 4) Li and Susan _____ (to try) four times already and will not give up. 5) The old car _____ (to be) a piece of junk since I bought it. 6) We _____ not _____ (to take) this test before. 7) My uncle _____ (to be) to China. 8) Our father _____ never _____ (to drive) to California before. 9) I _____ (to speak) to the president before. 10) The old man _____ occasionally _____ (to need) help crossing the street.

4. Choose the correct verb from the list below to complete the following sentences.

take / work / find / see / speak / know / begin do / learn / eat / have / write / give / live / buy / be.

I met Barbara when we were in elementary school. We _____ each other for over twenty years. 2. We _____ many new words since we started this course. 3. That's a wonderful movie. I _____ it three times. 4. Mr. and Mrs. Tonner _____ married for 10 years. 5. You are late! The class _____ already _____. 6. Robert is my neighbor. He _____ next door to me for five years. 7. Mary _____ several letters to her parents since she left home. 8. We _____ in that restaurant several times. 9. Our

teacher _____ us a lot of help with the homework assignment. 10. She _____ to her landlord many times about the broken window. 11. We have a new camera. We _____ some beautiful pictures of the grandchildren. 12. They _____ all their homework already. 13. Mrs. Baxter _____ all her groceries for the week. 14. Tommy _____ a bad cold for two weeks. 15. Frank _____ for that company for many years. 16. After three months of looking, she _____ a beautiful apartment to rent.

5. Choose the correct verb from the list below to complete the following sentences. Put the verb in the negative form.

fix / begin / arrive / be / see / stop / speak / buy / read / visit

1. Mathew is waiting on the corner for his girlfriend, but she _____ yet.
2. My brother lives in a different country. I _____ him for two years.
3. Ellie and Bill got a divorce five years ago. They _____ to each other since then.
4. It is only 8:45. The class _____ yet.
5. It started to snow last night and it still _____.
6. She has finally decided which car she wants, but she _____ it yet.
7. I heard that the movie at the Roxy Theater is great, but I _____ it yet.
8. I bought a newspaper today, but I still _____ it.
9. He took his car to the service station yesterday, but they _____ it yet.
10. The Andersons moved out of New York ten years ago and they _____ back to the city since then.

6. Match the questions on the left with the correct answer on the right.

1. Has he finished university yet?	A) No, he hasn't. He's still talking.
2. Have you eaten breakfast yet?	B) No, I haven't. My wife's still reading it.
3. Have they gotten married yet?	C) No, he hasn't graduated yet.
4. Has the president finished speaking yet?	D) No it hasn't. The teacher isn't here yet.
5. Has Mary watered the plants yet?	E) No, they haven't finished yet.
6. Has the doctor seen you yet?	F) No, they haven't. They're still engaged.
7. Has the sun come out yet?	G) No, she hasn't. They are still dry.
8. Have they finished their homework yet?	H) No, I haven't. I'll eat in a few minutes.
9. Has the class begun yet?	I) No, he hasn't. He is with another patient.
10. Have you read the paper yet?	J) No, it hasn't. It's still raining.

PAST PERFECT TENSE EXERCISES

Make past perfect simple 'yes / no' or 'wh' questions:

1. _____ (you / go) there before we went together?
2. _____ (she / see) the film already?
3. Why _____ (he / forgot) about the meeting?
4. _____ (it / be) cold all week?
5. _____ (I / read) the book before the class?
6. When she arrived, _____ (we / eat) already?
7. Where _____ (you / be) when I saw you?
8. _____ (they / travel) by bullet train before?
9. _____ (John / meet) Lucy before they went on holiday together?
10. _____ (you / do) your homework before I saw you? 11. Where _____ (she / work)? 12. _____ (I / pay) the bill before we left? 13. _____ (we / visit) my parents already that winter?
14. When you called, _____ (they / eat) dinner?
15. How _____ (he / manage) to fix the cooker?
16. _____ (my sister / be) sick for a long time?
17. How much _____ (she / study) before the exam?
18. What _____ (you / cook) for dinner that night?
19. When _____ (they / arrive)?
20. How many coffees _____ (she / drink) before the interview?

2. Choose the correct verb from the list below to complete the following sentences. Put the verb in the past perfect tense (had & past participle).

1. When I got to the house, Mary wasn't there. She _____ already _____.
2. I didn't recognize my old classmate because she _____ so much.
3. We were late for the show last night. By the time we got to the theater, the movie _____ already _____.
4. Yesterday I went on my first plane trip. I was very nervous because I _____ never _____ before.
5. I couldn't eat much dinner last night because I _____ such a big lunch. 6. I couldn't buy any groceries last night because when I got to the supermarket, it _____ already _____.
7. Last week our teacher gave back the essays we _____ the week before.
8. The house was quiet when Andrew got home. Everyone _____ to bed several hours earlier.
9. They got to school late yesterday. The bell _____ already _____.
10. Sheila couldn't come to my house last night because she _____ already _____ other plans.
11. We couldn't find the house. It was clear that he _____ us the wrong add address.

12. Annie didn't want to come to the movie with us because she _____ it the week before.

13. By the time the police arrived at the bank, the robber _____ already _____.

14. I couldn't get into my apartment when I came home from work last night because I _____ to take my key.

3. Complete the following sentences using the past perfect tense and the words provided.

Ex. I didn't meet Ellie for lunch because..... (she/eat) I didn't meet Ellie for lunch because she had already eaten.

1. My trip to New York was very exciting because..... (I/not be/before) _____

2. I couldn't see the doctor because..... (he/already/ leave the office) _____

3. I couldn't buy the car I wanted because..... (the car dealer/ already/ sell) _____

4. We couldn't see the new exhibit because..... (the museum/already/close) _____

4. Complete the following sentences in the past perfect simple tense.

1) She _____ (to write) six letters before she got a response. 2) It _____ always _____ (to snow) here before 1978. 3) Dan _____ (to be) sick for three days before he got better. 4) Li and Susan _____ (to try) four times before they gave up. 5) My father's old car _____ (to run) very well before he sold it. 6) We _____ not _____ (to take) the test before. 7) My uncle _____ (to visit) China several times in the past, so this visit was nothing new. 8) Our father _____ never _____ (to drive) to California. 9) I _____ (to speak) to the president twice before, so I was not that nervous. 10) The old man _____ occasionally _____ (to need) help crossing the street.

FUTURE PERFECT TENSE EXERCISES

1. Read the conversation and choose the correct word in italics.

1 A Shall we go out this evening?

B OK, but only after seven. I (1) *won't have / won't* finished my homework until then.

A That's OK. I'm working on my project this evening but I'll (2) *done / have done* most of it by seven-thirty, so I can phone you then.

2 A Carol's lost a lot of weight!

B Yes, she's been on a very good diet. By next week she'll have been (3) *go / going* to a weight loss class for over six weeks! If she carries on like this she'll (4) *have / has* lost over five kilos by the end of the months.

3 A Will you (5) *have / been* finished plastering this room by the weekend?

B Yes. I hope so.

A Great. So will we be able to paint the room on Monday?

B Wait until Wednesday. The new plaster (6) *didn't try / won't have dried* until then.

4 A Excuse me, nurse. I've been waiting here for ages.

B I'm sorry. The doctor's very busy. She'll probably be able to see you after four.

A And by then I'll (7) *be / have been* waiting here for more than six hours!

2. Complete the sentences with the verb in brackets. Use the future perfect or, where possible, the future perfect continuous form.

1 By the end of next month I'll *have been living* here in Spain for six years. (live)

2 I'll ask Jane to call you back at twelve. Her meeting by then. (end)

3 When he retires next year, Adam here for more than twenty years. (work)

4 I'll have more free time after September because the children to school by then.

(go back)

5 My best friend is doing a 'round-the-world' trip. By this time next week she for

more than six months. (travel)

6 Don't worry. By the time you get here, my mother-in-law ! (leave)

7 the project in time for the meeting? (the team, complete)

8 It's really long flight. We in the same seats for over fourteen hours

so we'll be exhausted when we get there. (sit)

9 You can't stay here next week. We the decorating. (not finish)

3. Find five mistakes in the letter and correct them.

Dear Mr. Sanderson

I am writing about the repairs which your company has been made to the roof of our apartment building. The work started in March and it still isn't finished. By the end of this week the men will have working on the roof for over two months. These means we will suffered more than eight weeks of continuous noise and disruption, and we will be living for all that time with permanent cold draughts and dirt.

As you know, my wife is pregnant and the baby is due next month. It looks as though the work will haven't been completed by the time the baby is born. This is unacceptable.

I would like you to reassure us that work on the part of the roof that covers our flat will have finishing by the beginning of June at the latest. I think this is the least we can expect.

Yours sincerely,
Jeremy Brogan

PASSIVE FORMS EXERCISES

1. Complete the second sentence so it means the same as the first, using passive forms.

0 They were painting that wall yesterday.	That wall <i>was being painted yesterday.</i>
1 We've turned off the lights.	The lights
2 We will send you an email tomorrow.	You
3 They aren't making that model any more.	That model
4 Do I have to fill in this form?	Does this form
5 They haven't repaired your computer yet.	Your computer
6 They're going to close the road for 24 hours.	The road

2. Complete the sentences, using passive forms of the verbs in the box.

build count decorate finish repair wash

0 This house <i>is being decorated.</i>	3 The roof
1 The votes	4 The bridge next year.
2 This castle in 1250.	5 The dishes yet.

3. Use the information in the email to complete the sentences below.

Hi Hilary

I'm so pleased that you can come to our wedding! Jake and I have planned everything over the last few weeks. At the moment we're sending out all the final invitations. (Don't worry, I haven't invited Jane Anderson. I know you get on with her!) I was a bit worried about the cost but last month Mum and Dad agreed to pay for the reception. They paid the deposit last week. That was a relief! Have you decided what to wear yet? I've bought my wedding dress (It's a bit big so I have to alter it). The shop had reduced the price so it was only a few hundred pounds.

Do you remember Aunt Terri? Apparently she's got a fantastic new video camera, so she is going to film the ceremony. We've got a professional photographer as well. She'll take the formal photos. And Antonio from the Italian restaurant is doing the catering, so the food should be great! I can't wait to see you there. It's going to be a great day!

Lucy

- 0 Everything*has been planned*..... by Jake and Lucy.
- 1 The final invitations at the moment.
- 2 Jane Anderson to the wedding.
- 3 The deposit for the reception last week.
- 4 Lucy has bought her wedding dress but it has
- 5 The price of the dress by the shop.
- 6 The ceremony By Lucy's aunt.
- 7 The formal photos by professional photographer.
- 8 The catering by Antonio.

4. Choose the best word in italics. Sometimes both are grammatically correct, but one answer is more suitable.

HOW IS PAPER MADE

Everyone enjoys fashion magazines and newspapers. But have you ever thought about how the paper (1) *we print them / they are printed* on is made?

Most paper is (2) *made / making* from wood. First, (3) *they cut the wood / the wood is cut* into small pieces. These (4) *mix / are mixed* with water and heated to produce a kind of thick paste. Then chemicals (5) *we add them / are added* to clean the paste and make it white. Next the paste is spread on a screen and (6) *dried / is dried*. The water drains away or evaporates and (7) *are left / leaves* a thick layer of paper. (8) *We then pass this / This is then passed* between two large rollers (circular machines) to make it thinner and flatter.

(9) *The paper can then be cut / They can then cut the paper* into the correct sizes.

5. Three more of these paragraphs would be improved if the second sentence used a passive form. Decide which paragraphs they are and rewrite the second sentence.

0 Philip Green bought the famous British clothes store, Moss Bros, in 2008. Because they ran out of money, the original owners sold it.

It was sold by the original owners because they ran out of money.

1 Live aid was the most successful fund-raising event of the 1980s. A group of well-known British and American musicians organized it in July 1985.

.....

2 The Laurentian Library in Florence is one of the greatest buildings of the Italian Renaissance. Michelangelo designed it in the 1520s.

.....
.....
.....
.....
3 Jeans first became popular when they worn by film stars and singers in the 1950s. Elvis Presley and James Dean were the two stars who had the most influence on young people's fashion at that time.

.....
.....
.....
.....
4 In recent years several high street stores have started selling copies of designer jeans. People who can't afford to buy real designer clothes often buy them.

6. Rewrite these sentences so they are true for you. Change the underlined part.

0 My watch was made in Austria.	<i>My watch was made in Switzerland.</i>
1 My school was built in the 1960s.
2 My old photos are stored in the garage.
3 My favourite shirt is made of nylon.
4 My hair is usually cut by my mother.
5 I don't like food that has been fried.

MODAL VERBS EXERCISES

1. Complete the sentences. Use must + these verbs:

be eat go learn meet wash win

1. I'm very hungry. I must eat something.
2. Marilyn is a very interesting person. You _____ her.
3. My hands are dirty. I _____ them.
4. You _____ to drive. It will be very useful.
5. I _____ to the post office. I need some stamps.
6. The game tomorrow is very important to us. We _____.
7. You can't always have things immediately. You _____ patient.

a. Write I must or I had to.

1. I had to walk home last night. There were no buses.
2. It's late. _____ go now.
3. I don't usually work on Saturdays, but last Saturday _____ work.
4. _____ get up early tomorrow. I've got a lot to do.
5. I went to London by train last week. The train was full and _____ stand all the way.
6. I was nearly late for my appointment this morning. _____ run to get there on time.
7. I forgot to phone David yesterday. _____ phone him later today.

b. Complete the sentences. Use mustn't or don't need to + one of these verbs:

forget go hurry lose phone wait

1. I don't need to go home yet. I can stay a little longer.
2. We have a lot of time. We _____.
3. Keep these papers in a safe place. You _____ them.
4. I'm not ready yet, but you _____ for me. You can go now and I'll come later.

5. We _____ to turn off the lights before we leave.
6. I must contact David, but I _____ him. I can send him an email.

2. Write don't need to / had to / must / must / mustn't.

MUM: Come on, Alice. You _____ hurry up.

ALICE: I'm ready. I _____ phone Jamie, and he talked and talked. That's why I'm a bit late.

MUM: Let's go. The train leaves in 20 minutes.

ALICE: Just a minute. Where's my umbrella?

MUM: You _____ take that. It's a beautiful day.

ALICE: OK. So where's my sun hat? I _____ forget that.

MUM: Alice, we _____ leave NOW.

3. Write must / mustn't / had to / don't need to.

1. You don't need to go. You can stay here if you want.
2. It's a fantastic film. You must see it.
3. The restaurant won't be busy tonight. We _____ reserve a table.
4. I was very busy last week. I _____ work every evening.
5. I want to know what happened. You _____ tell me.
6. You _____ tell Sue what happened. I don't want her to know.
7. I _____ hurry or I'll be late.
8. "Why were you so late?" "I _____ wait half an hour for a bus".
9. We _____ decide now. We can decide later.
10. It's Liza's birthday next week. I _____ forget to buy her a present.

4. Complete the sentences. Use have to or has to + these verbs:

do hit read speak travel wear

1. My eyes are not very good. I _____ glasses.
2. At the end of the course all the students _____ a test.
3. Sarah is studying literature. She _____ a lot of books.
4. Albert doesn't understand much English. You _____ very slowly to him.
5. Kate is not often at home. She _____ a lot in her job.

6. In tennis you _____ the ball over the net.

5. Complete the sentences. Use have to or had to + these verbs:
answer buy change go walk

1. We _____ home last night. There were no buses.

2. It's late. I _____ now. I'll see you tomorrow.

3. I went to the supermarket after work yesterday. I _____ some food.

4. This train doesn't go all the way to London. You _____ at Bristol.

5. We did an exam yesterday. We _____ six questions out of ten.

6. Complete the questions. Some are present and some are past.

1. I have to get up early tomorrow.

What time do you have to get up?

2. George had to wait a long time.

How long _____?

3. Liz has to go somewhere.

Where _____?

4. We had to pay a lot of money.

How much _____?

5. I have to do some work.

What exactly _____?

7. Write I have to in the correct verb form.

Jessica is a young tennis star. She _____ practice most days before school. She goes *to the gym a lot too, but she thinks that is a bit boring. Sometimes she says to her coach, "You know I hate the gym. _____ do my exercises today?*

Jessica's father was a professional tennis player, but in those days players _____ practice so much. He's a bit worried about Jessica and asks her mother, "How long _____ play every morning?" "About 90 minutes. She _____ do it if she doesn't want to, but she loves it. And I'm afraid, nowadays, you _____ practice if you want to be the best."

8. Write can / can't /could / couldn't.

1. I _____ easily carry this trunk to the station.

2. He said that he ___ ship the goods in September.
3. When he was young, he ___ run a mile in less than five minutes.
4. He ___ have done it, it is very unlike him.
5. Why did you stop at a hotel? You ___ have spent the night at my house.
6. I said that he ___ have miss the train, as he have left the house very early.
7. If I had received his letter last week, I ___ have helped him.

9. Write may / might.

1. You ___ take any book you like.
2. She told him that he ___ go home.
3. He ___ come tonight, but I'm not sure.
4. I gave him the text-book so that he ___ learn his lesson.
5. I said that he was not in the house, but he ___ be in the garden.
6. I ___ come and see you next summer, but my plans are not fixed.
7. ___ I have another cup of tea?

10. Complete the sentences. Use you should + one of these verbs:

eat go take visit watch wear

1. When you play tennis, _____ the ball.
2. It's late and you're very tired. _____ to bed.
3. _____ plenty of fruit and vegetables.
4. If you have time, _____ the Science Museum. It's very interesting.
5. When you're driving, _____ a seat belt.
6. It's to far to walk from here to the station. _____ a taxi.

11. Write sentences with I think ... should and I don't think ... should.

1. We have to get up early tomorrow. (go home now) *I think we should go home now.*

2. That coat is too big for you. (buy it) *I don't think you should buy it.*
3. You don't need your car. (sell it) _____.
4. Karen needs a rest. (have a holiday) _____.
5. Sally and Dan are too young. (get married) _____.
6. You are not well this morning. (go to work) _____.
7. James isn't well today. (go to the doctor) _____.
8. The hotel is too expensive for us. (stay there) _____.

12. Match the sentence endings to the beginnings.

shouldn't spend too much money

should do yoga

should read it

should sit on it

should turn your phone off

should buy them

shouldn't eat so many cakes

1. David has a bad back, so I think he _____.
2. This book is fantastic. You _____.
3. When you're in the cinema, you _____.
4. These boots are fantastic! I think you _____.
5. If you want to stay thin, you _____.
6. That chair isn't very strong, so I don't think you _____.
7. It's a beautiful ring, but you _____.

13. Paraphrase the following sentences referring them to the future and to the past:

1. I can speak German very well.
2. You may watch television and listen to the radio in the evening.
3. You must learn to play a musical instrument.
4. She must bake a cake today.
5. You must learn foreign languages.
6. They should remind her of the excursion.

7. I can play football very well.
8. She can play badminton in the open air.

14. Write can / may / must / should / ought.

1. I ___ ski very well.
2. ___ he play the violin?
3. My sister ___ cook very well.
4. You ___ visit your friends.
5. She ___ see this performance.
6. You ___ visit the countryside.
7. You ___ learn to play the guitar.
8. You ___ watch outdoor sports.

INFINITIVE EXERCISES

1. Write the words in brackets in the correct forms either to infinitives or gerund in English.

Did you remember (call) your husband?

I don't remember (give) you permission to use my car.

I stopped (get) some petrol on my way home from work.

I wish the children would stop (make) so much noise.

My hair needs (cut) .

Oh no! I think I have forgotten (lock) the door.

She always forgets (close) the fridge.

She told me that she regrets (shout) at you yesterday.

The child will not stop (cry) . I guess he needs (feed) .

We regret (inform) you that we cannot offer you the job.

2. Use the verbs from the box to complete these sentences.

Arrive survive be work renovate contact answer talk

I asked him several times but he didn't bother my question.
Finally, we agreed on the project together. I demand to your boss. Jack usually fails on time. Domestic animals somehow managed the fire. We're not planning the hotel much longer. If you have any questions, don't hesitate me. Was she just pretending your friend?

3. Use the nouns and the verbs in brackets to complete these sentences.

Example: Our parents allowed out tonight. (we - go)

Our parents allowed us to go out tonight.

These glasses will enable (she - read)

My uncle advised architecture. (I - not study)

Our teacher encouraged in the competition. (we - take part) They persuaded the army. (she - not join)

We are training blind people. (they - help)

The policeman forced down. (he - lie)

My mum always reminds late for school. (I - not be)

The traffic warden warned on double yellow lines. (we - not park)

APPENDIX

Таблиця неправильних дієслів (Irregular verbs)

Verb/Infinitive	Past Simple	Past Participle	Translation
1. arise	arose	arisen	виникати, з'являтися
2. awake	awoke	awoken	прокидатися, будити
3. be	was/were	been	бути
4. bear	bore	born	носити, народжувати
5. beat	beat	beaten	бити
6. become	became	become	ставати
7. begin	began	begun	починати
8. bet	bet	bet	бітися об заклад
9. bind	bound	bound	зв'язувати
10. bite	bit	bitten	кусатися
11. bleed	bled	bled	кровоточити
12. blow	blew	blown	дути
13. break	broke	broken	ламати
14. breed	bred	bred	розводити
15. bring	brought	brought	приносити
16. build	built	built	будувати
17. burn	burn/burned	burnt/burned	палити
18. burst	burst	burst	вибухати, розривати
19. buy	bought	bought	купувати
20. cast	cast	cast	кидати
21. catch	caught	caught	ловити
22. choose	chose	chosen	вибирати
23. come	came	come	приходити
24. cost	cost	cost	коштувати
25. cut	cut	cut	різати
26. dare	dared	dared	сміти, наважуватись
27. deal	dealt	dealt	мати справи
28. dig	dug	dug	копати, рити
29. do	did	done	робити
30. draw	drew	drawn	тягти, креслити
31. dream	dreamt	dreamt	мріяти, бачити сон
33. drink	drank	drunk	пити
34. drive	drove	driven	водити, керувати
35. dwell	dwelt	dwelt	жити, мешкати
36. eat	ate	eaten	їсти
37. fall	fell	fallen	падати

38. feed	fed	fed	годувати
39. feel	felt	felt	відчувати
40. fight	fought	fought	боротися
41. find	found	found	знаходити
42. fly	flew	flown	літати
43. forbid	forbade	forbidden	забороняти
44. forecast	forecast	forecast	передбачати, завбачати
45. foresee	foresaw	foreseen	передбачати
46. forget	forgot	forgotten	забувати
47. forgive	forgave	forgiven	прощати
48. freeze	froze	frozen	морозити
49. get	got	got	отримувати
50. give	gave	given	давати
51. go	went	gone	ходити
52. grow	grew	grown	рости, вирощувати
53. hang	hung	hung	вішати, висіти
54. have	had	had	мати
55. hear	heard	heard	чути
56. hide	hid	hidden	ховати(ся)
57. hit	hit	hit	ударяти
58. hold	held	held	тримати
59. hurt	hurt	hurt	поранити, завдати боля
60. keep	kept	kept	тримати
61. kneel	knelt	knelt	стояти навколошки
62. knit	knit/knitted	knit/knitted	в'язати, з'єднувати
64. know	knew	known	знати
65. lay	laid	laid	класти
66. lead	led	led	вести, керувати
67. lean	leant/leaned	leant/leaned	нахиляти(ся)
68. leap	leapt	leapt	стрибати
69. learn	learnt	learnt	вчити
70. leave	left	left	залишати
71. lend	lent	lent	позичати
72. let	let	let	дозволяти, пускати
73. lie	lay	lain	лежати
74. light	lit	lit	запалювати
75. lose	lost	lost	губити
76. make	made	made	робити
77. mean	meant	meant	означати

78. meet	met	met	зустрічати
79. mislead	misled	misled	вводити в оману
80. misspell	misspelt	misspelt	робити орфогр.помилки
81. misunderstand	misunderstood	misunderstood	неправильно розуміти
82. overcome	overcame	overcome	перемагати
83. partake	partook	partaken	підслуховувати
84. pay	paid	paid	платити
85. prove	proved	proved/proven	доводити
86. put	put	put	класти
87. read	read	read	читати
88. rebuild	rebuilt	rebuilt	відбудовувати
89. retell	retold	retold	переказувати
90. rewrite	rewrote	rewritten	переписувати
91. rid	rid	rid	звільняти, позбавляти
92. ride	rode	ridden	їхати верхи
93. ring	rang	rung	дзвонити
94. rise	rose	risen	сходити, вставати
95. run	run	run	бігти
96. say	said	said	казати
97. see	saw	seen	бачити
98. seek	sought	sought	шукати
99. sell	sold	sold	продажувати
100. send	sent	sent	відсылати
101. set	set	set	ставити, розміщувати
102. shake	shook	shaken	трусити
103. shine	shone	shone	світити, блищати
104. shoot	shot	shot	стріляти
105. show	showed	shown/showed	показувати
106. shut	shut	shut	закривати(ся)
107. sing	sang	sung	співати
108. sink	sank	sunk/sunken	тонути
109. sit	sit	sit	сидіти
110. sleep	slept	slept	спати
111. slide	slid	slid	ковзати
112. smell	smelt/smelled	smelt/smelled	відчувати запах
113. sow	sowed	sown/sowed	сіяти
114. speak	spoke	spoken	розмовляти
115. speed	sped	sped	поспішати
116. spell	spelt/spelled	spelt/spelled	читати по літерах
117. spend	spent	spent	витрачати

118. spill	spilt/spilled	spilt/spilled	розливати
119. spin	spun	spun	прясти
120. spoil	spoilt/spoiled	spoilt/spoiled	псувати
121. spread	spread	spread	поширювати, простягати
122. spring	sprang	sprung	стрибати
123. stand	stood	stood	стояти
124. steal	stole	stolen	красти
125. stick	stuck	stuck	додержуватися
126. stride	strode	stridden	крокувати
127. strike	struck	struck	бити, страйкувати
128. string	strung	strung	зав'язувати, натягувати
129. strive	strove	striven	намагатися, старатися
130. sunburn	sunburned	sunburned	загорати
131. sweep	swept	swept	підмітати
132. swim	swam	swum	плавати
133. swing	swung	swung	коливати, хитати
134. take	took	taken	брати
135. teach	taught	taught	навчати
136. tear	tore	torn	рвати
137. tell	told	told	казати
138. think	thought	thought	думати
139. throw	threw	thrown	кидати
140. undergo	underwent	undergone	зазнавати
141. understand	understood	understood	розуміти
142. undo	undid	undone	розв'язувати, розстібати
143. upset	upset	upset	засмучувати
144. wake	woke	woken	будити, прокидатися
145. wear	wore	worn	носити
146. weep	wept	wept	плакати
147. win	won	won	перемагати
148. wind	wound	wound	заводити годинник
149. withdraw	withdrew	withdrawn	відклікати
150. write	wrote	written	писати

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