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## **VOCABULARY SKILLS**

**УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ  
ПО РАЗВИТИЮ ЛЕКСИЧЕСКИХ НАВЫКОВ  
ДЛЯ КУРСА «ИНОСТРАННЫЙ ЯЗЫК»  
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## ***Content***

<b><i>Careers</i></b> .....	<b><i>2</i></b>
<b><i>Selling online</i></b> .....	<b><i>11</i></b>
<b><i>Companies</i></b> .....	<b><i>20</i></b>
<b><i>Great ideas</i></b> .....	<b><i>30</i></b>
<b><i>Texts for supplementary reading</i></b> .....	<b><i>40</i></b>
<b><i>Text 1</i></b> .....	<b><i>40</i></b>
<b><i>Text 1 tasks</i></b> .....	<b><i>41</i></b>
<b><i>Text 2</i></b> .....	<b><i>43</i></b>
<b><i>Text 2 tasks</i></b> .....	<b><i>44</i></b>
<b><i>Text 3</i></b> .....	<b><i>45</i></b>
<b><i>Text 3 tasks</i></b> .....	<b><i>46</i></b>
<b><i>Text 4</i></b> .....	<b><i>48</i></b>
<b><i>Text 4 tasks</i></b> .....	<b><i>49</i></b>
<b><i>References</i></b> .....	<b><i>52</i></b>

## *Topic 1*

### *Careers*

#### **Vocabulary:**

Ambitious people – амбициозные люди

To have a career plan – обладать стратегией карьерного роста

To use charm with one's superiors – применять обаяние в общении с начальством

Social functions – социальные мероприятия

To be energetic and enthusiastic – быть энергичным и исполненным энтузиазма

To study for extra qualifications – учиться на курсах повышения квалификации

To make a career move – делать карьерный скачок

To take a career break – временно удаляться от дел

To offer career opportunities – предлагать возможности карьерного роста

Employee - сотрудник

To join a multinational – поступить на работу в международную компанию

Rapidly growing company – быстро растущая компания

Long-term unemployed – безработный со стажем

People without formal qualifications – люди без профессии

To decide on a career plan – выбрать стратегию карьерного роста

To make a fortune – заработать состояние

To make a living – зарабатывать себе на жизнь

To make progress - развиваться

To get a promotion – получить повышение

To get the sack – «получить по шапке», быть уволенным

To get a nine-to-five job – получить работу на условиях полного рабочего дня

To do research – проводить исследование

To do one's best – делать всё возможное

To take time off – сделать передышку

To take a break – взять паузу

To take early retirement – рано выйти на пенсию

To work flextime – работать по гибкому графику

To work anti-social hours – работать во внеурочное время

To improve one's career – продвинуться вверх по карьерной лестнице

A list of one's priorities – список своих приоритетов

To outline one's tasks for the day – выделить задания на день

To evaluate one's progress – оценить свой прогресс  
To delegate tasks – передавать задания своим подчинённым  
To look for opportunities to broaden one's skills – искать возможности увеличить свои навыки  
To attend professional development seminars – посещать курсы повышения квалификации  
To socialize with colleagues – общаться с коллегами  
To reach a goal – достигать цели  
To accept challenges – принимать вызовы  
To deserve a promotion – заслуживать повышения  
To attend to one's personal life – заниматься своей личной жизнью  
To solve a problem – решать проблему  
To look for a new position – искать новую должность  
To increase opportunities to earn more money – расширить возможности увеличения заработка  
To master a skill – овладеть навыком  
To get ahead in one's career – продвинуться вверх по карьерной лестнице  
To work overtime – работать сверхурочно  
To face (encounter) problems – сталкиваться с проблемами  
To have authority and responsibility – обладать властью и ответственностью  
To have confidence in one's own skills and abilities – быть уверенным в собственных навыках и способностях  
To perform competently – действовать компетентно  
To achieve both personal and professional success – достигать и личного, и профессионального успеха

## **Vocabulary exercises**

### **Exercise 1**

***Insert the correct phrasal verb or noun form from the list below into each gap. Use each item only once.***

*to make a career move, to take a career break, to study for extra qualifications, to decide on a career plan, to make a fortune, to have a career plan, ambitious people, to improve one's career, to attend professional development seminars, to perform competently*

1. After years of hard work, she finally managed to \_\_\_\_\_.
2. Her parents encouraged her to \_\_\_\_\_ before entering university.
3. John wants to \_\_\_\_\_; therefore, he's enrolled in several online courses.
4. During the pandemic, many employees chose to \_\_\_\_\_ rather than continue working.

5. \_\_\_\_\_ often rise faster within organizations compared to others.
6. Carol is attending workshops to \_\_\_\_\_.
7. To succeed in today's competitive market, it's necessary to \_\_\_\_\_.
8. Mary realized she needed to \_\_\_\_\_ in order to secure a stable income.
9. Jackie strives to \_\_\_\_\_ regardless of pressure.
10. The company offers resources to help employees \_\_\_\_\_.

## Exercise 2

*Match each definition on the left with the corresponding term on the right.*

Definitions	Terms
Person with strong desire for achievement	To perform competently
Time off taken from career	To have a career plan
To increase earnings	To outline one's tasks for the day
List ranking values	To decide on a career plan
To develop personally	Ambitious people
To formulate career strategy	To improve one's career
To do well	To increase opportunities to earn more money
To turn attention to daily duties	A list of one's priorities
Event for enhancing professional skills	Professional development seminar
To plan out professional trajectory	To take a career break

## Exercise 3

*Determine if the following statements regarding career-related terminology are true or false.*

1. "Ambitious people" refers to those who lack motivation.
2. "Making a career move" involves switching jobs or industries.
3. "Studying for extra qualifications" enhances employability.
4. "Delegating tasks" decreases workload for leaders.
5. "Having authority and responsibility" gives control over decisions.
6. "Working anti-social hours" aligns with typical working times.
7. "Evaluating one's progress" monitors achievements against set goals.
8. "Solving a problem" demonstrates critical thinking.
9. "Facing problems" prevents growth.
10. "Accepting challenges" fosters resilience.

#### **Exercise 4**

*For each question, select the best-fitting response from the options provided.*

#### **Options:**

- a) To study for extra qualifications
- b) To decide on a career plan
- c) To make a career move
- d) To attend professional development seminars
- e) To take a career break
- f) To improve one's career
- g) To perform competently
- h) To increase opportunities to earn more money
- i) To evaluate one's progress
- j) To have confidence in one's own skills and abilities

#### **Questions:**

1. Jane wants to boost her professional standing. What should she focus on?
2. Mark needs to assess his achievements so far. What approach suits him best?
3. Sarah aims to switch departments within her organization. What step should she undertake?
4. Paul plans to enhance his CV by acquiring more credentials. What action is recommended?
5. Laura seeks guidance on structuring her weekly tasks efficiently. What technique might assist her?
6. Emma desires financial stability. What method will aid her efforts?
7. Ryan struggles with self-doubt. What trait must he cultivate?
8. Oliver requires rest from continuous stress. What decision might suit him?
9. Ben's supervisor appreciates his reliability. What behavior contributes to this appreciation?
10. Samantha prioritizes personal growth alongside her career. What habit supports her ambition?

#### **Exercise 5**

*Use the appropriate expressions to finish each incomplete statement logically.*

#### **Expressions:**

- a) to make a career move
- b) to take a career break
- c) to study for extra qualifications
- d) to decide on a career plan
- e) to perform competently
- f) to increase opportunities to earn more money

- g) to attend professional development seminars
- h) to evaluate one's progress
- i) to improve one's career
- j) to have confidence in one's own skills and abilities

1. After careful consideration, I opted to \_\_\_\_\_.
2. Although my workload is heavy, I try to \_\_\_\_\_.
3. Since I aspire to climb the corporate ladder, I'm committed to \_\_\_\_\_.
4. Last year, I took advantage of the company's program to \_\_\_\_\_.
5. My mentor advised me to \_\_\_\_\_ every quarter.
6. Understanding my strengths allows me to \_\_\_\_\_.
7. Seeking advice from experts helped me \_\_\_\_\_.
8. Facing challenges head-on builds \_\_\_\_\_.
9. Overcoming obstacles leads directly to \_\_\_\_\_.
10. Reflecting on past experiences enables me to \_\_\_\_\_.

#### **Exercise 6**

***Link each word or phrase to its logical counterpart. Use your imagination, making out association links.***

A. Career Break	Monitoring Success
B. Study for Qualifications	Lightened Load
C. Delegate Tasks	Climbing Ladder
D. Make Progress	Reliability
E. Solve Problems	Self-assurance
F. Perform Competently	Skill Enhancement
G. Increase Earnings	Advancement
H. Evaluate Progress	Financial Stability
I. Improve Career	Downtime
J. Have Confidence	Crisis Management



## The topic exercises

*Read the text reproducing the topic “Careers” and do the exercises to evaluate your vocabulary skills.*

Career is a very significant aspect in the modern people’s life. How can you get ahead in your career? To begin with, you should be ambitious. And, of course, you must have a good career plan. If you have all this, you need to decide on your career strategy – whether you are going to work for one company during all your career, or you want to work for several different companies, or, may be, you prefer to work for yourself. It is important to know if you prefer to have a nine-to-five job, or, may be, a part-time job, if you agree to work overtime. Working flexitime may become a preference for you.

High salary is a very attractive aspect of employment, but, in addition to your salary, you may be given a possibility to earn a bonus for achieving monthly targets.

Working at a small but rapidly growing company may give you career opportunities. It is also comparatively easy to get a set of promotions in large multinationals if you are willing to travel.

If you have already decided on a successful career strategy, it is necessary to choose a winning tactics.

What will you do to get ahead in your career – you may use charm with your superiors or, for instance, represent yourself as an energetic and enthusiastic employee, attend all company’s meetings and social functions. If you need additional professional knowledge you should either study for extra qualifications in your free time, or find an experienced person to give you help and advice.

A good employment is not only a job that you are fond of, it should also give you good career opportunities, and all the rest is dependent on your ambitions and your career strategy.

### Exercise 1

*Fill in the gaps with suitable words or phrases derived from the text.*

1. High \_\_\_\_\_ is an attractive feature of employment.
2. You should decide on your \_\_\_\_\_ strategy.
3. Represent yourself as an \_\_\_\_\_ employee.
4. You may be offered a \_\_\_\_\_ for meeting targets.
5. Be prepared to work \_\_\_\_\_ if required.
6. Consider whether you prefer a \_\_\_\_\_ job or something more flexible.
7. Attend all company \_\_\_\_\_ and social functions.
8. Seek additional \_\_\_\_\_ in your spare time.
9. Find an \_\_\_\_\_ person to guide you.
10. Career opportunities depend heavily on your \_\_\_\_\_.

## Exercise 2

*Connect the beginnings of sentences (left column) with their appropriate endings (right column).*

Beginnings	Endings
You should decide on	an energetic and enthusiastic employee.
It is possible to earn bonuses	professional knowledge in your free time.
Work for	by achieving monthly targets
Small but rapidly growing	give you good career opportunities.
Large multinationals allow	several different companies throughout your career.
Represent yourself as	your ambitions and career strategy.
Seek additional	person to advise you.
Find an experienced	companies may give you career opportunities.
Good employment should	easy promotions if you're ready to relocate.
All other factors depend on	your career strategy.

## Exercise 3

*Rewrite the following sentences using the structures given above.*

1. To get ahead, ambitious

If you want to excel in your profession, you must demonstrate drive and determination.

2. career plan, vital

Creating a roadmap for your professional journey is essential.

3. For one company, entire career

Remain loyal to a single employer throughout your working life.

4. Social functions, your profile

Engaging in company gatherings improves visibility.

5. To award bonuses, sales goals

Rewards are granted for fulfilling specified targets.

6. Qualifications, stand out.

Acquire additional certifications to differentiate yourself.

7. Flexible timetables, employees

Non-standard working hours are preferred by some workers.

8. High salaries, features of employment

Attractive remuneration packages entice prospective employees.

9. Travel readiness, promotion possibilities

Willingness to relocate speeds up career advancement.

10. Career success, your aspirations

Professional triumph hinges significantly on your dreams and objectives.

#### **Exercise 4**

*Circle the synonym of the highlighted word or phrase in parentheses.*

1. (Getting ahead) Progressing, thriving, declining
2. (Salary) Income, wages, debt
3. (Bonus) Reward, penalty, fine
4. (Target) Goal, failure, objective
5. (Flexitime) Fixed schedule, rigid hours, variable timing
6. (Promotions) Demotions, advances, dismissals
7. (Superiors) Subordinates, equals, seniors
8. (Enthusiastic) Passionate, indifferent, reluctant
9. (Strategy) Tactic, approach, confusion
10. (Dependent) Independent, reliant, isolated

#### **Exercise 5**

*Replace the blanks with the appropriate phrases from the text.*

working at a small company	attend social functions
rewards	charming with superiors
extra qualifications	employment type
career strategy	qualifications

large multinationals	interpersonal
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1. Your choice of \_\_\_\_\_ affects your career.
2. It's beneficial to \_\_\_\_\_.
3. One reason for choosing \_\_\_\_\_ is bonuses.
4. Additional \_\_\_\_\_ boosts competitiveness.
5. Some companies offer \_\_\_\_\_ for results.
6. When choosing \_\_\_\_\_, flexibility matters.
7. \_\_\_\_\_ require traveling abroad.
8. It is useful to develop \_\_\_\_\_ skills.
9. An effective tactic includes being \_\_\_\_\_.
10. \_\_\_\_\_ sets you apart from competitors.

### Exercise 6

*Indicate whether the following statements are true (T) or false (F), based on the information in the text.*

1. Achieving targets guarantees immediate promotions.
2. Small companies never offer career opportunities.
3. Working overtime is mandatory in all professions.
4. Flexibility in scheduling appeals to some employees.
5. Bonuses are linked to exceeding sales quotas.
6. Representation at social functions enhances visibility.
7. Ambition alone determines career success.
8. Strategic choices affect career trajectories.
9. All employees enjoy frequent travel assignments.
10. Good employment provides ample career opportunities.

*Topic 2*  
***Selling online***  
**Vocabulary**

To buy in bulk – покупать оптом

To return goods – возвращать товары

To get a full refund – получить полную финансовую компенсацию

To dispatch goods – отправлять товары

To keep goods in a warehouse – хранить товары на складе

To offer a discount – предлагать скидку

Cooling off period – период охлаждения

Method of payment – способ осуществления платежа

Interest-free credit – беспроцентный кредит

Out of stock – нет в наличии

Money back guarantee – гарантия возврата финансовых средств

After sales service – гарантийное обслуживание

To enquire about an order – наводить справки о заказе

To place an order – размещать заказ

To offer cut-throat prices – предлагать убийственные цены

To bear the cost of running a physical shop – нести на себе бремя по содержанию традиционного магазина

A rival - соперник

To buy online – покупать в интернете

To order on the telephone – делать заказ по телефону

To treat the customer as a single individual – подстраивать обращение с клиентом под особенности его личности

Online customers – покупатели он-лайн магазинов

Store customers – покупатели традиционных магазинов

To serve customers in the most appropriate way – обслуживать клиентов наиболее подходящим способом

To return an item to a store – вернуть товар в магазин

To acquire information about a product – наводить справки о товаре

To provide information – предоставлять информацию

Delivery options – опции доставки

A supplier - поставщик

A retailer – розничный торговец

A wholesaler – оптовый торговец

An invoice - накладная

Turnover – товарооборот

## Vocabulary exercises

### Exercise 1

*Match each term with its definition. There will be two spare definitions.*

Term	Definition
To buy in bulk	Merchant selling finished products to end users
To return goods	Reduce the original price of goods
To get a full refund	Send goods back to the seller
Cooling off period	Take a product back to the point of purchase
Method of payment	Period allowed for cancelling contracts without penalties
Money back guarantee	Place an order by phone
To place an order	Assurance of full refund if conditions met
To offer cut-throat prices	Learn facts about a product
To order on the telephone	Tailor service to unique customer needs
To treat the customer as a single individual	Receive complete repayment for returned goods
To return an item to a store	Make a purchase request
To acquire information about a product	Set aggressively low prices to compete
A retailer	Document listing purchased items and costs
An invoice	Total sales made over a period
Turnover	Store unsold goods in storage facility
	Purchase large quantities of goods at once
	Way of settling debts

## Exercise 2

*Insert the missing words or phrases into the sentences.*

delivery options	out of stock
money back guarantee	acquire information
invoice	dispatch goods
return goods	after sales service
offer a discount	online shopping

1. Customers can \_\_\_\_\_ if they are not satisfied.
2. Most retailers \_\_\_\_\_ during seasonal sales.
3. An \_\_\_\_\_ contains details of a transaction.
4. \_\_\_\_\_ covers issues occurring post-purchase.
5. Businesses \_\_\_\_\_ to fulfill orders.
6. Items marked as \_\_\_\_\_ cannot be bought immediately.
7. \_\_\_\_\_ allows buying in bulk at cheaper rates.
8. \_\_\_\_\_ include standard and express shipping.
9. \_\_\_\_\_ assures customers of safe purchases.
10. Many customers \_\_\_\_\_ about a product before buying.

## Exercise 3

*Sort the terms into three categories: Business Practices, Customer Behaviors, Operational Concepts.*

After sales service	Buy in bulk
Bear the cost of running a physical shop	Delivery options
Return an item to a store	Cooling off period
Method of payment	Enquire about an order
Acquire information about a product	Place an order
Retailer	Offer a discount
Return goods	Invoice
Get a full refund	Serve customers in the most appropriate way
Order on the telephone	Offer cut-throat prices
Money back guarantee	Buy online

Provide information	Dispatcher goods
Interest-free credit	Supplier
Out of stock	Wholesaler
Treat the customer as a single individual	Turnover

#### Exercise 4

*Combine the two halves of the given sentences.*

When ordering large volumes, If a product doesn't fit, Once your order is confirmed, Stock levels vary — Retailers frequently offer As a consumer, you can enquire Interest-free credit lets you Handling online customers differs Many brands serve customers in the most appropriate way Turnover reflects overall	you can simply return goods. customers often buy in bulk. we'll dispatch goods. sometimes popular items go out of stock. a discount during festive seasons. about an order anytime. pay later without added fees. from serving store customers. by customizing services. sales volume achieved.
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#### Exercise 5

*Replace the definitions with the terms from the vocabulary list.*

1. Procuring goods in large quantities.
2. Send back products to the vendor.
3. Obtain complete compensation for returned items.
4. Transport merchandise to recipients.
5. Store unsold stock in a storage area.
6. Present a reduction in usual prices.
7. Grace period permitting cancellation.
8. Payment mode chosen by customers.
9. No-cost borrowing scheme.
10. Unavailability of items for immediate purchase.



## Exercise 6

*Correct errors in the sentences below.*

1. Customers loves buying-in-bulk.
2. Shops should bearing-the-cost of operations.
3. Too many discounts was offered.
4. Information about product-acquired poorly.
5. Retailers doesn't grasp the concept of treating customers individually.
6. Salesperson failed to provide-information clearly.
7. Orders processed with-delay.
8. Consumer prefers ordering by online.
9. Warehouses stores goods for future use.
10. Stores rely on turn-over for profits.

## The topic exercises

*Read the text reproducing the topic "Selling online" and do the exercises to evaluate your vocabulary skills.*

For traditional stores online shopping has become a cause for concern in a difficult retail environment. The internet makes it easy for consumers to compare prices across a big selection of items to get the best deal. Internet retailers are able to offer cut-throat prices because they don't have to bear the cost of running a bricks-and-mortar shop. This creates a dilemma for retailers who sell products both online and in shops.

Some bricks-and-mortar retailers are adopting a model of dual pricing in order to keep their position online while maintaining margins in their shops. But in the longer run prices must come together and dual pricing will become harder to practice.

The outcome is seen in running multi-channel retail businesses, which sell goods online, over the telephone and in stores. These operations are fully integrated and the prices on the websites are identical to the prices that customers pay in bricks-and-mortar shops.

Customers can call up a call center and enquire about an order that he has placed through any channel. Multi-channel retailers never run operations side by side – instead they run truly integrated multi-channel offers.

## **Exercise 1**

***Answer the following questions on the text.***

1. What trend poses difficulties for traditional retail stores?
2. Why is online shopping easier for consumers?
3. How can internet retailers afford to offer aggressive prices?
4. What problem arises for retailers selling products simultaneously online and offline?
5. Which solution do some physical retailers adopt to address this issue?
6. Is dual pricing sustainable in the long term?
7. What business model integrates online, telephonic, and physical sales channels?
8. Are prices consistent across different channels in multi-channel retail?
9. Can customers check their orders across different sales channels?
10. Do multi-channel retailers operate separate systems for different sales channels?

## **Exercise 2**

**Find in the text the terms which comply with the following definitions.**

1. Physical retail outlets where customers visit in-person to browse and purchase goods.
2. The process of purchasing goods or services over the internet, typically through websites or mobile apps.
3. Extremely low prices set by sellers to attract customers and eliminate competition.
4. A conventional retail establishment with a physical location where customers can physically see and buy products.
5. Setting different prices for the same product depending on the sales channel (e.g., online vs. in-store) to balance profitability across channels.
6. The difference between the cost of producing a product and its selling price, representing profit for the seller.
7. Companies that sell products through multiple channels, such as online, phone, and physical stores, ensuring seamless integration and consistent customer experience.
8. Fully synchronized and coordinated processes across all business units, ensuring unified communication, data sharing, and efficient workflows.
9. A department responsible for answering calls, addressing customer queries, processing orders, and providing technical assistance.
10. Uniformity in pricing across different sales channels (e.g., online, in-store), ensuring fairness and transparency for customers.

### Exercise 3

***Read the three versions of the main idea of the above given text. Decide which variant reflexes the quintessence of the text in the most effective way.***

1. The text explores the impact of online shopping on traditional retail stores and highlights the shift towards integrated multichannel retail models as a solution to survive in a competitive market.
2. The article discusses the challenges posed by online shopping for traditional retailers and emphasizes the necessity of integrating multichannel retail strategies, combining online, telephone, and physical store sales, to stay competitive and retain customer loyalty.
3. The article examines how traditional retailers adapt to online competition by implementing multichannel strategies to integrate online, telephone, and physical store sales.

### Exercise 4.

***Read the following sentences and define if they comply with the text or not. If a sentence reflects the information from the text correctly, it is true. If it contains discrepancy, it is false.***

1. Multi-channel retailers operate independently in each channel, rather than integrating their operations.
2. Online retailers generally charge higher prices than traditional stores.
3. The internet facilitates comparison of prices among a wide range of products.
4. Online shopping causes concerns for traditional stores in a challenging retail environment.
5. Physical stores benefit from low overhead costs, enabling them to compete with online retailers.
6. Separate pricing for online and offline channels remains viable indefinitely.
7. Some traditional retailers are introducing dual pricing to balance online presence and in-store margins.
8. Internet retailers can offer lower prices because they don't carry the costs of maintaining physical stores.
9. Traditional retailers are moving entirely away from dual pricing strategies.
10. Ultimately, dual pricing becomes increasingly difficult to sustain, leading to uniform pricing across channels.

### **Exercise 5.**

*Match each term with its correct definition.*

#### **Terms:**

1. Call center
2. Multi-channel retail businesses
3. Online shopping
4. Cut-throat prices
5. Dual pricing
6. Concern
7. Integrated operations
8. Bricks-and-mortar shop
9. Retail environment
10. Price comparison

#### **Definitions:**

- a) The state of competition and challenges facing retailers.
- b) Very low prices offered to beat competitors.
- c) Process of checking prices of similar products to find the best deal.
- d) Physical store with a physical location.
- e) Shopping done via the internet.
- f) Setting different prices for the same product depending on the sales channel.
- g) System where different sales channels (online, telephone, etc.) are combined into one cohesive system.
- h) Feeling worried or anxious about something.
- i) Centralized customer service hub that handles inquiries and complaints.
- j) Businesses that sell through multiple channels (online, telephone, in-store).

### **Exercise 6.**

*Complete the sentences with the appropriate words or phrases from the text.*

The internet makes it easy for consumers to \_\_\_\_\_ prices across a variety of items.

Some retailers are adopting a model of \_\_\_\_\_ to maintain their competitive edge.

\_\_\_\_\_ is a serious worry for traditional retailers.

\_\_\_\_\_ can lead to losing customers to competitors with lower prices.

Retailers who sell both online and in stores face a(n) \_\_\_\_\_.

\_\_\_\_\_ refer to extremely low prices that are used to attract customers.

\_\_\_\_\_ combine online, telephone, and in-store sales into one coherent business model.

A \_\_\_\_\_ is where customers can contact the company to resolve issues or track orders.

The ultimate result is \_\_\_\_\_ across all sales channels.

Online retailers don't have to cover the costs of \_\_\_\_\_.

### *Topic 3*

## *Companies*

### **Vocabulary:**

A family owned company – семейная компания  
A multinational company – международная компания  
Self-employed – индивидуальный предприниматель  
Construction – строительство (брит.)  
Retailing – розничная торговля  
Vehicle manufacturing – автомобилестроительная промышленность  
Pharmaceuticals - фармацевтика  
Healthcare - здравоохранение  
Head office – головной офис  
Subsidiary – дочернее предприятие  
Workforce – рабочий коллектив, рабочая сила  
Share price – цена акции  
To increase market share – увеличить долю рынка  
Profit - доход  
Turnover - товарооборот  
User-friendly packaging – удобная упаковка  
Shareholder value – величина акционерного капитала  
Customer service – обслуживание клиентов  
Community commitment социально-значимая деятельность  
Charity - благотворительность  
To meet people's changing priorities – отвечать меняющимся приоритетам людей  
Reliable employee – ответственный сотрудник  
Confident employee – уверенный в себе сотрудник  
Expanding company – расширяющаяся компания  
Experienced people – опытные люди  
Competitive salary – конкурентоспособная заработная плата  
To reward staff with attractive performance-based bonuses – вознаграждать сотрудников премиями за эффективную профессиональную деятельность  
Revenue - доход  
Research and development department – отдел исследований и развития  
Human resources department – отдел по работе с персоналом (отдел кадров)

Sales and marketing department – отдел продаж и маркетинга

To meet the needs of customers – удовлетворять потребности покупателей

To raise prices – поднимать цены

To expand medium-sized business – расширять предприятие среднего уровня

A retail outlet – точка розничных продаж

A new assignment – новое назначение

Agenda – повестка дня

To launch a marketing campaign – запустить маркетинговую кампанию

A steady growth in sales – устойчивый рост продаж

A foothold in the market – форпост на рынке

A severe cash flow problem – серьёзная проблема с потоком наличных средств

## **Vocabulary exercises**

### **Exercise 1**

*Match each term with its correct definition.*

#### **Terms:**

1. Head office
2. Self-employed
3. Multinational company
4. Subsidiary
5. Construction
6. Pharmaceuticals
7. Family-owned company
8. Vehicle manufacturing
9. Healthcare
10. Retailing

#### **Definitions:**

- a) A division controlled by another company.
- b) Company operated by members of a single family.
- c) Individuals who work independently, not employed by a company.
- d) Main administrative headquarters of a company.
- e) Sector focused on medical drugs and treatments.
- f) Industry dedicated to production of cars, trucks, buses, etc.

- g) Business sector involved in selling goods directly to consumers.
- h) Industry concerned with buildings and infrastructure projects.
- i) Organization operating internationally in multiple countries.
- j) Field covering prevention, diagnosis, treatment, and rehabilitation services.

## Exercise 2

*Complete the sentences with the appropriate words or phrases from the vocabulary list.*

1. Apple Inc. is an example of a large \_\_\_\_\_.
2. Running your own business makes you \_\_\_\_\_.
3. Builders and architects belong to the \_\_\_\_\_ industry.
4. Supermarkets fall under the category of \_\_\_\_\_.
5. Cars produced by Ford Motor Company come from the \_\_\_\_\_ sector.
6. Drugs manufactured by Pfizer belong to the \_\_\_\_\_ industry.
7. Hospitals primarily contribute to the \_\_\_\_\_ domain.
8. The central management team resides in the \_\_\_\_\_.
9. Procter & Gamble owns numerous smaller \_\_\_\_\_.
10. Employees collectively referred to as the \_\_\_\_\_.

## Exercise 3

*Group the following terms into three categories: Company Structure, Industries, Management Functions.*

<i>Company Structure</i>	<i>Industries</i>	<i>Management Functions</i>

Family-owned company      Multinational company      Retailing      Vehicle manufacturing  
 Pharmaceuticals      Healthcare      Share price      Profit      Turnover  
 User-friendly packaging      Shareholder value      To meet people's changing priorities  
 Reliable employee      Confident employee      Expanding company      Experienced people  
 Research and development department      Human resources department  
 Sales and marketing department      A retail outlet      A new assignment  
 Agenda      To launch a marketing campaign      A steady growth in sales



#### **Exercise 4**

*Provide concise answers to the following questions.*

1. What characterizes a family-owned company?
2. What distinguishes a multinational company?
3. What does it mean to be self-employed?
4. What industries involve construction?
5. What is retailing?
6. What sectors produce vehicles?
7. What field encompasses pharmaceuticals?
8. What sector focuses on healthcare?
9. What represents the primary administration base of a company?
10. What constitutes a subsidiary?

#### **Exercise 5**

*Find in the vocabulary list the terms, reflecting the meanings of the following definitions.*

1. A company owned and managed by members of the same family.
2. A corporation conducting business in multiple countries.
3. Individuals who work independently, not employed by an organization.
4. The industry focusing on designing and constructing buildings and infrastructures.
5. Businesses engaged in direct selling of goods to consumers.
6. Industries specializing in producing automobiles and related equipment.
7. Industry centered on drug discovery, development, and distribution.
8. Domain encompassing preventive measures, diagnostics, treatments, and rehabilitation.
9. Central administrative office housing core management teams.
10. Legal entity partially or wholly owned by another parent company.

#### **Exercise 6**

*Choose the best response for each situation described.*

##### **Situations:**

1. Need a reliable employee
2. Require community engagement
3. Desire to grow medium-sized business

4. Want to motivate staff
5. Looking for competitive wage
6. Targeting user-friendly design
7. Focus on increasing sales
8. Dealing with poor cash flow.
9. Responding to evolving trends
10. Seeking skilled personnel

**Answers:**

- a. Develop expansion strategies.
- b. Invest in user-friendly packaging.
- c. Adjust to meet people's changing priorities.
- d. Launch a marketing campaign.
- e. Negotiate a competitive salary.
- f. Recruit experienced people.
- h. Hire a reliable employee.
- i. Award attractive performance-based bonuses.
- j. Implement charity initiatives.
- l. Resolve severe cash flow problems.

## **The topic exercises**

***Read the text reproducing the topic “Companies” and do the exercises to evaluate your vocabulary skills.***

There are various types of companies. If you work with your relatives, you can set up a family-owned company. If you are eager to do business alone – you should set up your own company. It means that you will be self-employed. A big company may have the head office and one or some subsidiaries, running business in various regions. A company can work in different spheres. If it sells something, it can work in a retailing or wholesale business, or it can combine these two kinds of activity. If it works in a production sphere – its work may relate to the spheres of construction, engineering or vehicle manufacturing. Or it may be banking and finance or telecommunications.

No matter what industrial sphere your business works in, the main task for the Chief Executive Officer is to make the company successful. But business success is not limited only by achieving a good turnover, a steady growth in sales, high revenues and competitive salaries for the employees. Real

business success should include other factors. The criteria, which can be used for such ranking, may include, among others, innovation, shareholder value, customer service and community commitment. The last criterion is especially significant for large-scale enterprises, which may support the community by creating jobs, invest into protecting environment, or just give money to charity. So business success is a very complex matter, including many components, but, in any way, a start-up enterprise should focus on achieving simple and useful goals, such as working out a simple business idea that is easy to understand, increasing market share, and, of course, improving quality of its products and services.

### **Exercise 1**

*Fill in the gaps using words from the text.*

1. There are \_\_\_\_\_ types of companies.
2. You can set up a \_\_\_\_\_ if you're doing business with your relatives.
3. Working independently makes you \_\_\_\_\_.
4. Big companies often have headquarters and smaller branches called \_\_\_\_\_.
5. Companies sell goods either through \_\_\_\_\_ or \_\_\_\_\_, sometimes both.
6. Businesses involved in making things operate within sectors like \_\_\_\_\_, \_\_\_\_\_, and vehicle manufacturing.
7. Business success isn't solely about profits but also includes aspects like \_\_\_\_\_ and \_\_\_\_\_.
8. Large corporations contribute to society by providing employment opportunities and investing in \_\_\_\_\_.
9. An important goal for new businesses is to increase their \_\_\_\_\_.
10. To achieve real success, CEOs must ensure \_\_\_\_\_ and \_\_\_\_\_ improvement.

### **Exercise 2**

*Choose the correct option to complete each sentence.*

1. A small firm run by an individual who doesn't hire employees is known as...
  - a) subsidiary
  - b) family-owned company
  - c) self-employed
2. When a company expands its operations across multiple locations, they establish...

- a) franchisees
- b) partnerships
- c) subsidiaries

3. Businesses dealing directly with customers usually engage in...

- a) retailing
- b) wholesaling
- c) consulting

4. Innovation plays a crucial role in determining...

- a) employee satisfaction
- b) corporate social responsibility
- c) business success

5. What type of business focuses primarily on selling large quantities to other businesses rather than individuals?

- a) Retailer
- b) Wholesaler
- c) Manufacturer

6. Shareholders' wealth and returns reflect...

- a) environmental sustainability
- b) product quality
- c) shareholder value

7. One measure of a company's performance might involve how well it serves its local area, referred to as...

- a) innovation
- b) customer service
- c) community commitment

8. Which sector involves designing and producing machinery?

- a) Construction
- b) Engineering
- c) Telecommunications

9. Success for startups begins with developing a clear and straightforward...

- a) marketing strategy
- b) organizational structure
- c) business idea

10. Quality improvements affect...

- a) brand reputation
- b) financial stability
- c) employee retention

### Exercise 3

*Match the terms with their definitions.*

Term	Definition
Retailing	<ul style="list-style-type: none"><li>- A company where ownership belongs mainly to members of the same family</li><li>- An independent worker without being employed by another person</li><li>- Smaller branch controlled by a larger parent company</li><li>- Directly selling goods/services to end consumers</li><li>- Selling bulk items typically to retailers</li><li>- Activities related to making or processing goods</li><li>- Providing financial services like loans, investments, etc.</li><li>- Efforts made by a company to benefit society</li><li>- Total amount of money earned by a business over a period</li><li>- Percentage of total industry sales held by a particular company</li></ul>
Market Share	
Banking & Finance	
Subsidiary	
Wholesale	
Production	
Self-employed	
Turnover	
Community Commitment	
Family-owned	

#### **Exercise 4**

***Classify the following statements under 'True' or 'False due to the text'.***

1. All companies belong exclusively to families.
2. Running a business independently qualifies someone as self-employed.
3. Only huge multinational corporations need to worry about environmental impact.
4. Revenue growth always ensures lasting business success.
5. Creating more job opportunities benefits communities.
6. Producing cars falls under the category of retail trade.
7. Offering discounts improves customer service standards.
8. Environmental protection measures enhance public perception of a company.
9. Startups must focus entirely on generating immediate profits.
10. Raising market share helps secure future growth prospects.

#### **Exercise 5**

***Write short answers based on the provided information.***

1. Why would someone choose to become self-employed?
2. How does setting up subsidiaries help expand a business?
3. Explain why customer service matters for business success.
4. Name three possible areas where a production-oriented company could operate.
5. List at least four key elements contributing to overall business success.
6. Describe the difference between retailing and wholesaling.
7. Why is it important for a startup to define clear objectives early on?
8. Give examples of actions showing community commitment.
9. How do innovative practices influence a company's competitiveness?
10. Summarize briefly the importance of increasing market share.

#### **Exercise 6**

***Identify which term from the text best fits each description.***

1. Type of business owned by family members.
2. Independent entrepreneur who manages their own affairs.
3. Company's representative location in another region.
4. Act of buying/selling products directly to final users.

5. Trade conducted between manufacturers and distributors.
6. Industry engaged in constructing buildings.
7. Sector offering monetary transactions and investment advice.
8. Societal engagement aimed at bettering neighborhoods.
9. Metric representing annual income generated by a business.
10. Proportionate representation of sales relative to competitors.

## **Topic 4**

### ***Great ideas***

#### **Vocabulary:**

- To improve ideas — развивать идеи
- To take advantage of an opportunity — использовать возможность
- To miss an opportunity — упустить возможность
- To raise a status — повысить статус
- To enter a market — войти на рынок
- To extend a product range — расширить ассортимент продукции
- To hold a meeting — провести встречу
- To meet a need — удовлетворить потребность
- To make a breakthrough — сделать прорыв
- “Green” product — экологически чистый («зеленый») продукт
- To reduce waste — сокращать отходы
- To improve ideas — совершенствовать идеи
- To satisfy consumer demands — удовлетворять потребности потребителей
- Upmarket image — премиальный (элитный) имидж
- To protect the environment — охранять окружающую среду
- To fill a gap in the market — заполнить пробел на рынке
- To win an award for innovation — получить награду за инновационность
- To happen “out of the blue” — произойти неожиданно, внезапно
- To move an idea into a completely new space — перевести идею в совершенно новую сферу деятельности
- To make a product accessible to anybody — сделать продукцию доступной каждому
- To be used for a wide variety of products — применяться для широкого спектра продуктов
- To have enormous sales potential — обладать огромным потенциалом продаж
- To encourage people to look at problems from different points of view — побуждать людей смотреть на проблемы с разных точек зрения
- To charge an entrance fee — взимать плату за вход
- Admission fee — входная плата
- Long-term competitiveness — долгосрочная конкурентоспособность
- Availability — доступность
- To raise money for studies — собирать средства на исследования



Intense media coverage — интенсивное освещение в СМИ

Extraordinary success — исключительный успех

To lose money at an alarming rate — терять деньги быстрыми темпами

Prospective buyer — потенциальный покупатель

Brainstorming session — Встреча, направленная на генерацию идей посредством мозгового штурма

Innovative solution — новаторская идея, предлагающая уникальный способ решения проблемы

Cutting-edge technology — новейшее технологическое решение

Out-of-the-box thinking — нестандартное мышление

Disruptive innovation — прорывная инновация

Prototyping phase — этап разработки прототипа новой идеи для тестирования её функциональности и эффективности

Scalable model — бизнес-модель, позволяющая эффективно расширять деятельность без значительных затрат ресурсов

Strategic partnership — стратегическое партнёрство

Pilot project — экспериментальный проект

Value proposition — уникальное предложение, выделяющее компанию среди конкурентов на рынке

## Vocabulary exercises

### Exercise 1

*Fill in the blanks with suitable expressions from the vocabulary, given in the table.*

missed an opportunity	intense media coverage
a green product	a breakthrough
to enter a market	brainstorming sessions
satisfy consumer demands	to extend a product range
raise money	to hold a meeting

1. After months of hard work, our team finally managed \_\_\_\_\_.
2. During the conference, we decided \_\_\_\_\_ next week.
3. This year's target is \_\_\_\_\_ by introducing new features.
4. Our new eco-friendly packaging helped us launch \_\_\_\_\_.
5. Due to poor planning, we unfortunately \_\_\_\_\_.
6. Expanding into emerging markets allows us \_\_\_\_\_.
7. We hope this campaign will \_\_\_\_\_ for further research.

8. Media outlets gave our event \_\_\_\_\_.
9. Consumers expect brands to deliver solutions that \_\_\_\_\_.
10. With \_\_\_\_\_, we discovered several groundbreaking concepts.

## Exercise 2

*Find the odd word out in each group.*

1. To improve ideas, to take advantage of an opportunity, to raise a status, admission fee
2. Pilot project, value proposition, strategic partnership, waste reduction
3. Out-of-the-box thinking, disruptive innovation, brainstorming session, long-term competitiveness
4. To fill a gap in the market, to win an award for innovation, to happen “out of the blue”, prospective buyer
5. To extend a product range, to hold a meeting, to raise a status, to reduce waste
6. Disruptive innovation, innovative solution, cutting-edge technology, lower productivity
7. To make a breakthrough, to enter a market, to satisfy consumer demands, to encourage people to look at problems differently
8. To meet a need, to improve ideas, to take advantage of an opportunity, to charge an entrance fee
9. To reduce waste, to protect the environment, to move an idea into a completely new space, to increase pollution
10. To raise money for studies, intensive media coverage, to have enormous sales potential, to lose money at an alarming rate

## Exercise 3

*Replace the underlined parts of the sentences with equivalent expressions from the vocabulary in the table. In some cases you will need to modify the grammatical forms of the taken expressions.*

To happen “out of the blue”	Enormous sales potential
Value proposition	To raise a status
To miss an opportunity	To enter a market
To be used for a wide variety of products	To hold a meeting
Brainstorming session	To extend a product range

1. **In order to grow**, the company needs to introduce new products.
2. **They didn’t seize the chance** when it presented itself.
3. **By entering a new country**, they expanded their reach.
4. **The meeting was scheduled** for tomorrow morning.

5. Their goal is **to elevate their position** in the industry.
6. The team came together **to generate fresh thoughts**.
7. **The unique selling point** attracted investors.
8. These materials can serve **numerous purposes**.
9. Sales figures suggest **incredible future possibilities**.
10. Suddenly, everything **changed unexpectedly**.

#### Exercise 4

*Use the given expression correctly in context. Change the grammatical forms where it is necessary.*

Make a breakthrough	Prospective buyer
Extraordinary success	Upmarket image
Availability	To lose money at an alarming rate
Scalable model	Long-term competitiveness
Strategic partnership	Pilot project

1. She is looking forward to attracting a \_\_\_ after the exhibition.
2. Despite initial success, the company began \_\_\_\_.
3. Luxury brands rely heavily on maintaining a strong \_\_\_\_.
4. Her new collection achieved unprecedented \_\_\_\_.
5. The platform offers a highly effective \_\_\_\_.
6. Building solid relationships contributes significantly to \_\_\_\_.
7. Customers appreciate knowing that the product has consistent \_\_\_\_.
8. Collaborating with leading players creates valuable \_\_\_\_.
9. Before rolling out nationwide, they launched a \_\_\_\_.
10. After years of effort, they finally succeeded in \_\_\_\_.

#### Exercise 5

*Match the phrase with its definition.*

Phrase	Definition
To raise a status	Enhance existing suggestions
To enter a market	Seize a favorable moment
To extend a product range	Fail to capitalize on a situation
To hold a meeting	Increase one's rank or prestige
To meet a need	Begin operating in a new geographical or commercial territory
To make a breakthrough	

“Green” product To improve ideas To take advantage of an opportunity To miss an opportunity	Add new items to the current lineup Organize a gathering Address requirements or desires Achieve a major advance Environmentally friendly item
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### Exercise 6

*Provide synonyms or similar expressions for the following words/phrases.*

To improve ideas To take advantage of an opportunity To miss an opportunity To raise a status To enter a market To extend a product range To hold a meeting To meet a need To make a breakthrough “Green” product	Achieve a milestone Eco-friendly item Exploit a chance Fulfill demand Overlook a possibility Penetrate a marketplace Elevate a position Broaden offerings Conduct a discussion Enhance proposals
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### Exercise 7:

*Match the following expressions with their opposite meanings.*

To enter a market To satisfy consumer demands To reduce waste To make a breakthrough To meet a need To raise a status To protect the environment To take advantage of an opportunity To extend a product range To improve ideas	a) To reject suggestions b) To overlook a chance c) To lower a position d) To withdraw from competition e) To limit available choices f) To ignore requirements g) To experience stagnation h) To increase pollution i) To disappoint expectations j) To harm nature
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## The topic exercises

*Read the text reproducing the topic “Great ideas” and do the exercises to evaluate your vocabulary skills.*

Great ideas are generated in different ways. Sometimes an idea may simply be when a company takes advantage of an opportunity to extend its range, to offer more choice to existing customers. Or a great idea could allow a company to enter a market which was closed to it before.

Companies which are prepared to spend a lot on R&D may make a breakthrough by having an original idea for a product which others later copy, for example Sony or the Walkman.

On the other hand, some products are developed in response to customer research. They come from customer ideas. These products are made to meet a need, to satisfy consumer demand. Or the product does something similar to another product, but faster, so it saves time. Some people will buy new products because the product raises their status – gives them a new, more upmarket image. Other people will buy any “green” product which reduces waste or protects the environment, even it is more expensive.

If an idea is really good and the product fills a gap in the market, it may even win award for innovation. For example, once a car dealership in Las Vegas had a problem – too many visitors coming just to admire sports cars. Managers decided to charge a 10\$ entrance fee. They managed to earn 10000\$ a month as admission fee and could solve the problem with the crowds of visitors. This is a bright example of the great idea.

### Exercise 1

*Choose the most appropriate option to complete each sentence.*

1. Companies that invest heavily in R&D may discover new products through...
  - a) Reducing waste
  - b) Copying others’ ideas
  - c) Making a breakthrough
  
2. When a company decides to offer additional products to its existing line, it is said to...
  - a) Charge an entrance fee
  - b) Extend its range
  - c) Satisfy consumer demand
  
3. New products created specifically to respond to customer feedback are...
  - a) Original ideas

- b) Generated internally
- c) Made to meet a need

4. Certain products gain popularity because they...

- a) Help save time
- b) Lower status
- c) Cause environmental damage

5. People who purchase "green" products are motivated by...

- a) Saving money
- b) Enjoying luxury
- c) Protecting the environment

6. A truly innovative idea might lead to winning...

- a) An award for innovation
- b) Low market share
- c) Poor customer reviews

7. When managers solved the issue of excessive visitors by charging an entry fee, they found a way to...

- a) Generate extra revenue
- b) Reduce advertising expenses
- c) Lose money quickly

8. Products designed to provide an upscale impression can...

- a) Damage a company's reputation
- b) Raise people's status
- c) Hurt the environment

9. Entrance fees collected by the car dealership allowed them to...

- a) Eliminate all problems immediately
- b) Solve the crowd problem effectively
- c) Become less profitable

10. The concept behind the 10-dollar entrance fee illustrates...

- a) A failed experiment
- b) An inefficient management decision
- c) A brilliant idea

### Exercise 2

*Decide whether each statement is true or false according to the text. Correct false statements.*

1. Great ideas always require heavy spending on R&D.
2. Companies can expand their product lines to keep existing customers happy.
3. Consumer-driven products arise purely from internal decisions.
4. Speed and efficiency are common reasons why people prefer new products.
5. Higher cost prevents people from purchasing environmentally friendly products.
6. Some ideas are born in response to identified gaps in the market.
7. Charging an entrance fee cannot solve visitor crowding issues.
8. "Green" products only attract wealthy consumers.
9. Brilliant ideas can yield unexpected positive outcomes.
10. All great ideas guarantee instant success.

### Exercise 3

*Insert appropriate expressions from the table into the spaces below.*

Disruptive innovation	Are environmentally friendly
Introduce something new or improve on what already exists	Patent
Boost productivity	Drive-through service
Reflect consumer preferences	Financing repairs
Social standing	Sustainable businesses

1. A company may gain success by taking advantage of an opportunity to \_\_\_\_\_.
2. Sony made history by introducing the Walkman, which represents a classic case of \_\_\_\_\_.
3. Products tailored to consumer input are meant to \_\_\_\_\_.
4. Improved versions of existing products that save time tend to \_\_\_\_\_.
5. Status-conscious shoppers opt for purchases that enhance their \_\_\_\_\_.
6. Eco-conscious buyers prioritize purchases that \_\_\_\_\_.
7. A genuinely outstanding idea might earn a \_\_\_\_\_.
8. The Las Vegas car dealership introduced a clever solution by implementing a \_\_\_\_\_.
9. Money raised from admissions helped them address their challenge of \_\_\_\_\_.
10. Well-thought-out ideas can turn into \_\_\_\_\_.

**Exercise 4**

*Complete each sentence logically with a relevant expression from the text.*

1. Spending substantial amounts on research and development can lead to...
2. Adding more products to an established range shows a desire to...
3. When a company enters a previously unavailable market, it demonstrates its ability to...
4. Responding to customer surveys can help create products that...
5. Purchasing items labeled as eco-friendly reflects concern for...
6. Introducing new, efficient alternatives appeals to those seeking to...
7. Designing luxurious goods targets individuals aiming to...
8. Truly remarkable concepts might receive official acknowledgment in the form of...
9. Collecting admission fees at tourist attractions provides a smart method to...
10. Creative solutions often stem from identifying unmet needs or overlooked...

**Exercise 5**

*Classify the following terms into categories ("Customer-focused," "Environmental," "Revenue-generating").*

<i>Customer-focused</i>	<i>Environmental</i>	<i>Revenue-generating</i>

Meet a need

Protect the environment

Raise a status

Satisfy consumer demands

Reduce waste

Win an award for innovation

Charge an entrance fee

Extend a product range

Make a breakthrough

Solve the problem with the crowds of visitors

**Exercise 6**

*Explain each highlighted term concisely using the given definitions.*

<b>Terms</b>	<b>Definitions</b>
1. Meet a need	- Research and Development
2. Extend its range	- Increase the variety of products offered
3. Satisfy consumer demand	- Major advancement or discovery



4. Breakthrough	- Address a requirement or necessity
5. Protect the environment	- Deliver desired products or services
6. Raise their status	- Boost perceived social class or esteem
7. Win an award for innovation	- Safeguard ecological balance
8. Solve the problem with the crowds of visitors	- Receive recognition for creativity
9. Entrance fee	- Payment required for admittance
10. R&D	- Manage excessive visitation numbers

### **Exercise 7**

***Answer the questions, using the information from the topic “Great ideas”.***

1. What happens when a company spends generously on R&D?
2. How do companies expand their offerings?
3. What motivates people to buy environmentally friendly products?
4. Why did the car dealership implement an entrance fee?
5. What are the consequences of identifying and filling a market gap?
6. What distinguishes a genuine breakthrough from ordinary innovation?
7. Can earning an award for innovation validate an idea's worth?
8. What does it mean to satisfy consumer demands?
9. Are status-seeking consumers interested in affordable products?
10. Is reducing waste beneficial for businesses and consumers alike?

## *Texts for supplementary reading*

### **Text 1.**

#### **Business communication**

“Business Communication”, is one very important buzzword today especially when you are working with corporate bigwigs, the word communication carries lots of meaning relating to internet communication, telephone, mobile communication, data communication, etc. but when we talk about business communication, it all means so different and sided from the outside world. The success of an organization lies in the work that organization does and also the way it communicates, there are pure ethics in which a CEO of the company will communicate to other companies for business contract, unless he is perfect in business communication skills, there is going to be no communication or respect on either side.

Most of the companies, we see, stress more importance on communication aspect of a employee and especially when that employee has to communicate with the clients. Business relationships develop if you have got good amount of communication power, communication is the root of all causes, whether its good relations or bad relations, everything happens due to communication. There are different types of business communication what we find written in management books and I can recollect quite a few what I learnt in my management studies, business communication includes written and oral and those gets categorized in different subcategories, I don't really know whether indeed such categories exist, this is all I have the bright idea of being studied in college days. Well, lets get to our main point, Business Communication is the formal way of exchanging business ideas, sharing knowledge or doing a contract with some other firm or a company.

When a person is studying in a business school, the very first lesson he is taught is business communication because today it stands more important than any other management subjects, whole organization works on the idea of communication, unless there is communication, there are no action, and no actions would mean no productivity. A formal written word of knowledge can be termed as business communication and having a telephonic conversation too, points towards business communication, there is no end to the way you communicate but just one criterion, you have to be polite, you message should be clear and loud and it should carry some logic. There are lots of things you can do to work upon your communication skills by understanding and getting to the root cause of your company problems, once you rectify your problem, you can communicate well and bring along the changes that are actually needed for the organization and communicating in the right direction and the right manner works well for the whole company.

If you feel you are weak in your communication skill set, then you can work around your weaknesses, the points where you feel you are lagging behind. You can write down the points, you strongly agree or disagree to and you will be amazed to know how easy it was to locate your weaknesses. You can listen to what your seniors have to say and then react accordingly, jot down the points you will be important and even the words you will, you can manage to use in your next lecture or presentations. You can prepare a special communication plan for yourself and use it whenever you feel like. After this, you can see if there are any changes to your skill set and see the results. You will really be amazed to find the results and see yourself in the team of top speakers of your team.

### ***Tasks for comprehension assessment***

#### **Exercise 1**

***Answer the following questions, using the information from the text.***

1. What is considered crucial for the success of an organization according to the text?
2. Why is business communication different from general forms of communication?
3. How does effective communication affect business relationships?
4. Name two types of business communication mentioned in the passage.
5. According to the author, why is business communication given priority over other management subjects?
6. Describe the characteristics of proper business communication based on the text.
7. What advice does the text give to individuals who want to improve their communication skills?
8. Explain the relationship between identifying one's own weaknesses and enhancing communication abilities.
9. How can listening to senior colleagues help in improving communication skills?
10. What kind of changes can occur after following the steps suggested in the text regarding communication improvement?

#### **Exercise 2**

***Read the following statements and define if they rely on the text (true) or include any wrong information (false) Correct the false ones.***

1. Success of an organization depends only on its internal processes and not on external communications.
2. Improving communication starts with recognizing individual strengths and weaknesses.
3. Formal communication in business requires clarity, politeness, and logical arguments.
4. Developing strong communication skills involves self-assessment and learning from others.

5. Business schools emphasize business communication less compared to other management topics.
6. Effective communication is essential primarily for solving conflicts rather than building relationships.
7. Listening carefully to superiors helps identify areas for personal growth.
8. Written communication is more important than verbal communication in business settings.
9. Improvements in communication lead directly to increased productivity within organizations.
10. Communication plays a key role in establishing positive business relationships.

## **Text 2.**

### **Business Ethics**

Business ethics is the behavior that a business adheres to in its daily dealings with the world. The ethics of a particular business can be diverse. They apply not only to how the business interacts with the world at large, but also to their one-on-one dealings with a single customer.

Many businesses have gained a bad reputation just by being in business. To some people, businesses are interested in making money, and that is the bottom line. It could be called capitalism in its purest form. Making money is not wrong in itself. It is the manner in which some businesses conduct themselves that brings up the question of ethical behavior.

Good business ethics should be a part of every business. There are many factors to consider. When a company does business with another that is considered unethical, does this make the first company unethical by association? Some people would say yes, the first business has a responsibility and it is now a link in the chain of unethical businesses.

Many global businesses, including most of the major brands that the public use, can be seen not to think too highly of good business ethics. Many major brands have been fined millions for breaking ethical business laws. Money is the major deciding factor.

If a company does not adhere to business ethics and breaks the laws, they usually end up being fined. Many companies have broken anti-trust, ethical and environmental laws and received fines worth millions. The problem is that the amount of money these companies are making outweighs the fines applied. Billion dollar profits blind the companies to their lack of business ethics, and the dollar sign wins.

A business may be a multi-million seller, but does it use good business ethics and do people care? There are popular soft drinks and fast food restaurants that have been fined time and time again for unethical behavior. Business ethics should eliminate exploitation, from the sweat shop children who are making sneakers to the coffee serving staff who are being ripped off in wages. Business ethics can be applied to everything from the trees cut down to make the paper that a business sells to the ramifications of importing coffee from certain countries.

In the end, it may be up to the public to make sure that a company adheres to correct business ethics. If the company is making large amounts of money, they may not wish to pay too close attention to their ethical behavior. There are many companies that pride themselves in their correct business ethics, but in this competitive world, they are becoming very few and far between.

### ***Tasks for comprehension assessment***

#### **Exercise 1**

***Answer the following questions, using the information from the text.***

1. What is the definition of business ethics given in the text?
2. Why do some businesses acquire a negative reputation?
3. Is making money inherently unethical according to the text?
4. Can associating with an unethical business negatively impact another company's image?
5. Do major global brands always uphold high standards of business ethics?
6. What consequences face companies that violate business ethics regulations?
7. Why might substantial financial gains overshadow concerns about ethical violations?
8. In what ways can business ethics prevent exploitation?
9. Who ultimately bears the responsibility for ensuring adherence to business ethics?
10. Despite legal penalties, why might some companies continue to disregard ethical considerations?

#### ***Exercise 2.***

***Read the three versions of the main idea of the above given text. Decide which variant reflexes the quintessence of the text in the most effective way.***

##### **Variant 1:**

Businesses often compromise ethical standards in pursuit of profit, leading to frequent violations despite occasional fines, while public pressure remains critical for maintaining ethical behavior.

##### **Variant 2:**

Although good business ethics should guide companies' interactions both globally and individually, many corporations neglect ethical principles due to prioritizing financial gains, resulting in repeated violations and subsequent fines that pale in comparison to massive profits.

##### **Variant 3:**

Main Idea: The text discusses how business ethics encompass various aspects of a company's operations, from broad societal impacts to specific customer interactions. While making money isn't inherently wrong, many prominent global brands frequently ignore ethical guidelines due to profit-driven motives, leading to significant fines that remain insufficient deterrents. Ultimately, public vigilance becomes essential in holding companies accountable for ethical misconduct, since profit-focused priorities often override moral responsibilities.

### **Text 3.**

#### **Instructions of avoiding toxic bosses**

Make of list of characteristics you want in a boss to avoid toxic bosses. Putting what you want in writing solidifies the attributes in your mind and prepares you to be aware when making career decisions. Your list might include honesty, respect and good communication.

Be on the look out for red flag toxic boss warning signs before going on job interviews. Be wary of anyone who brags too much about his or her accomplishments. Notice the behavior of other employees. Look for signs that affirm the people in the working environment are mature and professional.

If you're already working with a toxic boss, avoid him or her as much as possible by staying focused on your own responsibilities. Don't obsess about dealing with a toxic boss. Stay focused on your job.

To avoid toxic bosses, do not react to them. Beware of reacting to toxic bosses especially when they criticize people in front of others. Toxic bosses are usually insecure and immature. Reacting to them just fuels their toxicity.

Watch out for illusions of grandeur, especially during an interview and when starting a new job. Usually there is a "honeymoon" period in the beginning of toxic relationships where the toxic boss seems too good to be true.

Make plans to quit your job to avoid toxic bosses. It is usually easier said than done, but don't let fear of financial insecurity keep you from looking for a better and healthier working environment.

Be honest with yourself to avoid toxic bosses. Do you have a part in the abuse? In other words, do you chuckle at petty jokes your boss made to aggrandize herself? Against your better judgment, do you gossip with your boss? Do you feed his ego? Do you let fear of financial instability get in the way of taking care of yourself? Do you have a pattern of working for toxic bosses?

Set boundaries to avoid toxic bosses. Abusive bosses prefer to torment employees who are doormats. Make clear, concise statements about boundaries with your boss when opportunities arise. This may sound frightening, but setting boundaries is important in any relationship. Use "I" statements. Avoid the "you" word. Keep the conversation professional. Keep your statements simple and straight to the point. Stay calm. Don't try to manipulate your boss or appear like a victim.

Be on the look out for toxic bosses. Before making decisions about accepting an job offer, look for red flag warnings that signal you may be getting into an abusive situation. Does your interviewer

behave professionally? Does he or she seem comfortable and make eye contact with you? Do the people who already work there seem happy in general, or is the atmosphere full of fear?

If the stress of a toxic boss becomes too overwhelming, seek professional help. Join a therapy group. Talking with a counselor and others who are in similar situations will help you overcome fears and increase your self-esteem. Sharing your problems openly with people you trust and listening to their stories will help you heal and help you learn how to avoid toxic bosses.

### ***Tasks for comprehension assessment***

#### **Exercise 1**

***Answer the following questions, using the information from the text.***

1. What is the purpose of creating a list of desired qualities in a boss?
2. Why should you watch for red flags during job interviews?
3. How can you avoid interacting excessively with a toxic boss?
4. What reaction strategy should you adopt when criticized publicly by a toxic boss?
5. Explain the concept of the 'honeymoon period' associated with toxic bosses.
6. Is it advisable to stay in a job under a toxic boss due to financial reasons?
7. List examples of behaviors that indicate you contribute to the abuse caused by a toxic boss.
8. Describe an effective method for setting boundaries with a toxic boss.
9. What precautions should you take before accepting a job offer?
10. What measures can you take if the stress caused by a toxic boss becomes unbearable?

#### **Exercise 2**

***Read the sentences below and determine whether each statement is True (T), False (F), or Not Given (NG).***

1. Setting boundaries with a toxic boss is unnecessary and ineffective.
2. When experiencing severe stress from a toxic boss, it's best to endure silently without seeking support.
3. A common trait among toxic bosses is humility and emotional maturity.
4. Ignoring obvious behavioral issues shown by current employees indicates a healthy workplace culture.
5. Creating a detailed list of preferred boss characteristics guarantees you'll never encounter a toxic boss.
6. It's beneficial to spend extra effort engaging with a toxic boss beyond your regular duties.
7. Responding to criticism from a toxic boss can escalate the issue further.



8. Writing down desirable traits in a boss helps clarify your expectations and aids decision-making.
9. During job interviews, it's recommended to observe potential red flags signaling a toxic boss.
10. Professional counseling groups can assist in recovering from the stress caused by a toxic boss.

#### **Text 4.**

### **Hierarchy**

German managers working in the UK or US face a common problem: they're used to a vertical structure with direct reporting to their line manager. Faced with a dotted line matrix structure, or what's even worse for them, a liaison rather than a clear reporting responsibility, they can feel bewildered. German organizations are changing, but they still have a preference for strong hierarchies, with clear reporting structures.

German managers are also used to receiving precise instructions and having clear responsibilities, and then getting on with the job and delivering on time. They don't take kindly to being micromanaged by British or American colleagues wishing to keep on top of things. They may also feel angry and suspicious when British or US managers buck the hierarchy.

Waltraud is the HR manager of an international bank in Berlin, and reports to a director there. Howard, a new HR manager from London, is flying over for a visit, and she is asked to attend a meeting with him. Waltraud suspects that Howard is about to take up global responsibility in the company and, if that happens, she would report to him. She is told that during his Berlin visit Howard also wants to chat to two employees, but without her or her manager present. Oddly, he is not scheduled to meet her German HR director.

As a result of all this, Waltraud is on high alert. She feels that Howard's arrangements are discourteous, and show a lack of respect for the German hierarchy. She is suspicious about his motives, her mood is uncooperative, and she is getting mildly paranoid about the whole thing.

Is she right? There is a management view that says, "Only the paranoid survive." But Howard may only be doing a quick fact-finding tour to help him to understand the overall structure of his new multinational organization. What could he have done to ensure cooperation? Obviously, he should have explained to Waltraud, either by email or phone or both, the aims of his visit. He should have said why he wanted to talk to the employees in Germany, and he needed to schedule at least a courtesy few minutes with the HR director in Germany. Basically, he applied British lack of formality and protocol to the German situation – a mistake. Germans need a clear system, and this involves a degree of protocol. Britons prefer a transparent process, which involves consultation and explanation. In this case, neither happened.

The lesson? You don't have to approve of another company's hierarchy, but you do have to recognize that it exists. Understand how it works, and then decide how you want to deal with it. If you fail to take hierarchy into account, you'll experience problems of communication and cooperation. Sri Lanka provides another example of the need to understand hierarchy. Managers there will always try to deal with their equivalents of the same level and responsibility. This may be difficult to achieve when foreign managers visit the country, as PAs try to match job descriptions and degrees of authority from business cards and letters. Richard was an operations manager for a major British company seeking business in Sri Lanka, but he could not access the local decision-makers: they were above his level. Not until he took his CEO to Colombo did he get the meetings he needed. His experience again shows that checking how the hierarchy works can save time, frustration and expense.

### *Tasks for comprehension assessment*

#### **Exercise 1**

**Chose the best variant of answer.**

#### **1. What is the main issue German managers face when working abroad?**

- a) Language barriers
- b) Cultural differences in organizational structures
- c) Lack of technological resources
- d) Poor salary conditions

#### **2. What type of hierarchical structure do German managers prefer?**

- a) Flat organizational structure
- b) Matrix structure
- c) Strong vertical hierarchy
- d) Project-based teams

#### **3. How do German managers respond to micromanagement by British or American colleagues?**

- a) They appreciate constant supervision
- b) They dislike excessive control
- c) They encourage closer collaboration
- d) They become more motivated

**4. Why is Waltraud feeling suspicious and uncooperative toward Howard?**

- a) She believes he doesn't respect the German hierarchy
- b) She thinks he lacks technical expertise
- c) She finds his English accent hard to understand
- d) She disagrees with his marketing strategies

**5. What did Howard forget to do before visiting Berlin?**

- a) Inform Waltraud about his intentions clearly
- b) Learn basic German phrases
- c) Bring gifts for the office
- d) Prepare a presentation

**6. Which cultural difference is highlighted in the context of Waltraud and Howard's interaction?**

- a) Differences in humor styles
- b) Variation in punctuality
- c) Protocol and formality levels
- d) Preferences in lunch menus

**7. What could Howard have done differently to ease tensions?**

- a) Organized informal lunches
- b) Invited more guests to the meeting
- c) Scheduled a longer trip
- d) Explained his goals explicitly beforehand

**8. What does the saying "Only the paranoid survive" imply?**

- a) Paranoia leads to success
- b) Suspicion is sometimes justified
- c) Trust everyone completely
- d) Ignore hierarchical systems

**9. What mistake did Howard make concerning German protocols?**

- a) Arriving late to meetings
- b) Using slang language
- c) Overlooking the necessity of explanations

d) Wearing casual attire

**10. What lesson can be learned from Richard's experience in Sri Lanka?**

- a) Always travel alone to foreign countries
- b) Hierarchy matters significantly in business negotiations
- c) Lower-level employees are always accessible
- d) Don't bother preparing business cards

**Exercise 2**

***Find and underline the exact expression in the text that explains the given statement.***

1. Reason why German managers might feel uncomfortable in non-hierarchical environments:
2. Reaction of German managers to British/American micromanagement:
3. Concern expressed by Waltraud regarding Howard's planned meetings:
4. Important step Howard missed before traveling to Berlin:
5. Implication of the saying "Only the paranoid survive":
6. Type of hierarchical misunderstanding experienced by Richard in Sri Lanka:
7. Importance of recognizing hierarchical systems in cross-cultural contexts:
8. Problem arising from ignoring hierarchical systems:
9. Main reason for Waltraud's suspicion and paranoia:
10. Final recommendation for managing hierarchical differences effectively:

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