INDIVIDUAL HOMEWORK № 2

Variant 1

Ex. 1. Read the article from the Financial Times and choose the correct

word in bold to complete the summary.

Raymarine to launch 12 new products

Raymarine, the marine electronics group, is to launch 12 new products

this year, including a device that uses the satellite positioning system to

pinpoint anyone falling overboard.

The company also expects continuing strong sales of the E-series of

navigation products, launched a year ago. These products use one screen to

display information such as navigation charts, fish-finding equipment and

engine performance.

Last year, the company moved most of its production from Portsmouth

to Hungary, where all its printed circuit boards are now made. It expects to

complete the transfer of all production facilities to Hungary by the end of this

year.

The restructuring led to charges of £10.9m for the year to December 31,

leaving pre-tax profit at £8.1m, compared with £5.3m for the previous year.

However, adjusted operating profits rose 38 per cent to £19.4m (£14.1m)

after a rise in sales from £106.3m to £121.9m.

FT Comment

This is both a restructuring story and one of the few successful

consumer electronics stories. The fact that the company was still

manufacturing anything in the UK shows how old-fashioned it was, and the

outsourcing to Hungary should add at least £5m to profits next year and

£10m the following year. It should also enable the company to lift its market

share in a market that is expanding as more people retire and have money to

spend on leisure. In the US, for example, many of those who move to Florida

and take up boating love spending their money on such equipment. Profits

this year are expected to be about £21m, rising to £28.5m next year.

abroad expanding launch manufacturing

operating overboard

restructuring retire

Raymarine produces electronic devices for use on boats. One of its new

products can signal when someone has gone (1)……. . The company is now

moving its (2)……. to Hungary. The (3)……. has been expensive, but a lot

of money should be saved by (4)……. to Hungary. The market is (5)…….

because more people in the USA are buying boats when they (6)……. .

Ex. 2. Match the words (1–8) to their meanings (a–h).

1 marine a stop working

2 pinpoint b relocation

3 overboard c free time

4 navigation d make a slight change

5 transfer (n) e locate

6 adjust f connected to sea

7 retire g into the sea (from a boat)

8 leisure h finding the direction

Ex. 3. Fill in the gaps with the correct words derived from the words in

bold. The example is given.

Harley-Davidson is perhaps the best known name in

motorcycling. They faced strong Japanese (1) ; H-D’s

machines were much more (2) \_\_\_\_\_ and far less

(3) \_\_\_\_\_\_ than its Japanese rivals. Only 5 % of Japanese

bikes failed quality control checks compared with over half

the H-Ds coming off the (4) \_\_\_\_\_ line. In showrooms, the

machines were even put on cardboard because they leaked

iol! (5) \_\_\_\_\_ who had sold the H-Ds for decades switched to

selling Japanese models.

COMPETE

EXPENSE

RELY

PRODUCE

DEAL

Ex. 4. Complete the text with appropriate passive form of the verbs given.

Guarana energy drinks (1) \_\_\_\_\_\_\_\_ (sell) at outdoor music festivals in

Europe for over a decade. However, it was only in July 2006 that the first

Guarana Shop (2) \_\_\_\_\_\_\_\_ (launch) in Valeport. A wide range of guarana

products can (3) \_\_\_\_\_\_\_\_ (buy) there. The shop is so popular in the

Valeport area that it \_\_\_\_\_\_ recently (4) \_\_\_\_\_\_\_\_\_ (extend). Maybe more

Guarana Shops (5) \_\_\_\_\_\_\_ (set up) across the country in the next few years.

If that happens, more guarana products (6) \_\_\_\_\_\_\_ (import) from Brazil.

Meanwhile, the people of Valeport are delighted that all guarana products

available locally (7) \_\_\_\_\_\_\_\_\_ (test) by the Regional Food&Hygiene

Commission on a regular basis. So far, all products (8) \_\_\_\_\_\_\_\_ (approve)

by the Commission.

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

1. People seem to be buying our competitors’ products more than ours these

days.

2. The rivalry between the applicants caused an unpleasant atmosphere.

3. If we can’t turn the firm around, we’ll go out of business.

4. Research and Development have come up with a clever solution to the

problem.

5. We can’t bring out the new model until the spring.

6. When they introduced robots, they laid off ninety assembly-line workers.

7. It was only after they’d taken the company over that they realized the

extent of the problems.

8. We have entered the market too late; we’ll never be able to catch up with

our competitors now.

**Ex. 6. Writing.**

**Acme Body Shapers has received a serious complaint from a customer.**

**Sentences a–g are from the customer’s letter of complaint (Letter 1) and**

**h–n from Acme Body Shaper’s reply to his complaint (Letter 2). Put the**

**sentences of the two letters in the correct order.**

**Letter 1 Letter 2**

Dear Sir or Madam Dear Ms Young

1 1

2 2

3 3

4 4

5 5

6 6

7 7

Yours faithfully Yours sincerely

Mr Jean Marais Amanda Norris

**a** When I was using it, for only

the second time, one of the hand

grips came off suddenly and I

fell back onto the floor.

**h** *Acme Body Shapers* are built to the

highest standards, so we take all

customer complaints, however rare,

very seriously.

**b** Needless to say, I am extremely

disappointed and feel I can no

longer believe in the quality of

your exercise products.

**i** I hope that you will find this

acceptable and that you’ll enjoy using

your ***New*** *Total Body Shaper* in

complete comfort and with

confidence.

**c** Although I wasn’t hurt too

badly, it could have been a lot

worse as I have a weak back.

**j** I am writing in reply to your letter in

which you outline the problems you

have had with our *Total Body*

*Shaper.*

**d** I am writing to complain about

a serious fault with the *Total*

*Body Shaper* that I ordered

directly from you last month

(Order No: 67G 784Y)

**k** We are very sorry about what

happened, but are glad to hear that

you were not seriously hurt.

**e** This was the main reason why I

chose your product, as it

advertised itself as being safe

for people of all ages and

physical conditions.

**l** It appears that the problem you

described (which affected only a small

number of our *Total Body Shapers*)

was due to the use of the incorrect

adhesive.

**f** If I do not hear from you within

ten days, I shall be obliged to

seek legal advice.

**m** Accordingly, we will be sending

you a top of the range ***New*** *Total Body*

*Shaper,* together with a full refund for

the flawed item, as compensation for

the discomfort and disappointment

you have suffered.

**g** I would like you to replace the

*Total Body Shaper* with a

medically approved exerciser,

and I expect to receive

compensation for the suffering

and disappointment I have

experienced.

**n** We can assure you that this problem

has now been entirely rectified and all

***New*** *Total Body Shapers* have been

carefully tested for safety and have

been awarded the Medical Standards’

stamp of approval.