

**Группа:** ТЭК 3/1  
**Дата проведения:** 12.12.2022г.  
**Специальность:** 38.02.05 Товароведение и экспертиза качества  
потребительских товаров  
**Дисциплина:** ОГСЭ.03 Иностранный язык  
**Тема занятия:** Ценообразование.  
**Цели занятия:**

*Дидактическая:* - углубить и расширить знания и представления студентов по теме;  
*Развивающая:* - развивать творческий потенциал студентов;  
*Воспитательная* - воспитывать стремление к совершенствованию английского языка;  
: - воспитывать умение работать самостоятельно.

**Вид занятия:** практическое занятие

**Основная литература:**

Агабекян И.П. Английский язык для ссузов: учебное пособие. – Москва:  
Проспект, 2015. – 288 с.

**Дополнительная литература:**

Интернет-ресурсы.

**ДОМАШНЕЕ ЗАДАНИЕ:**

**1. Запишите и выучите новые слова и выражения:**

**Active Vocabulary**

credit terms - кредитные условия

trade-in-allowance - сумма денег, отданная за старую вещь и включенная  
в счет покупки новой

to cover costs - покрывать затраты

to peruse unsound price policies - вести неразумную ценообразовательную  
политику

supply and demand - предложение и спрос

price competition - конкуренция в ценообразовании

to set prices - устанавливать цены

**2. Прочитайте и переведите на русский язык текст:**

**Pricing**

All products and all services have prices. The price depends on different thing such as credit terms delivery, trade-in-allowance, guarantees, quality and other forms of service, which price can produce the biggest profit during a long period of time. It's hardly possible to determine such a price. The price may be too high to produce a large volume or too low to cover costs. No other area of marketing

operations has been a subject to bad practice. Many businesses peruse unsound price policies for long periods of time and are not aware about it.

Prices can be determined in different ways. For example, the prices of meat, cotton and other agricultural prices can be decided in large central market where forces of supply and demand exist. This is pure price competition. The prices on industrial products (iron, steel, etc.) are usually decided by large companies. As a rule, the amount and price of goods sold to large number of buyers is controlled by a few competing sellers. Prices also can be set by the government, usually for different public services - railroads, electricity, manufactured gas, bus services, etc.

If demand increases, prices rise, profits expand and new investment is attracted. But other factors may be involved as well. Prices are related to each other in different ways. Ultimately, everything is related in price, since the consumer can buy and must pay for everything out of a particular, limited amount of money.

**3. Ответьте на вопросы:**

**Comprehension Questions**

1. Why is it difficult to determine the right price?
2. Why is the seller interested in the price that produces the highest volume of sales at the lowest unit cost?
3. Why do many businesses follow unsound pricing policies?
4. In what way are agricultural prices decided?
5. How are industrial products usually priced?
6. Why does the government usually set the prices for public utility services?
7. Why is it so important to know the levels of supply and demand when dealing with pricing?
8. Why is everything related by price?

**4. Вставьте необходимые слова в предложения.**

*Choose the necessary word and put it in the sentence:*

1. It is very difficult... without sound price policy.	supply and demand
2. Of course we are interested in producing the ... with the lowest unit costs.	to set prices
3. I decided to buy a new car at this company because they offered the best... on my old model.	credit terms
4. The ... of this store are very beneficial for customer.	price policies
5. Their business will fail if they persue unsound....	trade-in-allowance

6. The government usually ... for public utility services.	volume of sales
7. In pure competition the forces of... operate.	to compete

5. *Сделайте скрин выполненной работы и пришлите (не забывайте указать фамилию, группу, число за которое сделали домашнее задание):*

<https://vk.com/id34189235>