

a) Read and translate the text into Uzbek. State the factors affecting the price.

Factors That Affecting Price

Managers of corporations have a duty to earn profit. They are hired for that purpose by the firm's shareholders.

In addition, managers of all firms must earn profits if they want to stay in business. Profits, among other things, depend on prices. The first factor affecting price is demand. The demand for a product means the amount customers are willing and able to buy at a given price. The lower the price, the more units of a product will be bought. Demand is not the only thing that counts in setting a price. Cost must also be kept in mind.

General economic rules say that a firm will usually be forced to raise its price when its costs rise, even though doing so will reduce sales volume. Any reduction in costs, on the other hand, gives the firm a chance to lower prices, increase sales, and improve profits.

Competition is a third factor that affects pricing. The more competitors a firm has, the greater the chance that customers will turn elsewhere if the firm raises its prices.

Words and word combinations you may need

hire – ёлламоқ	cost – нархда турмоқ
count – аҳамиятли бўлмоқ	sales volume – сотув ҳажми
set a price – нарх қўймоқ	pricing - нархламоқ
keep in mind – назарда тутмоқ	depend on - ...га боғлиқ
competition – рақобат	profit - фойда
lower prices – нархни пасайтирмоқ	earn – ишлаб топмоқ
demand – талаб	affecting – таъсир қилувчи
amount – миқдор	customers - мижозлар
reduce - қисқартирмоқ	chance - имконият

• GRAMMAR REVISION: The Passive Voice

The Active Voice	The Passive Voice
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We regard him the founder of Political economy.	He is regarded as the founder of political economy.
He published his work in 1776	His work was published in 1776.
The teacher asked the students a few questions.	The students were asked a few questions.

• **Translate into Uzbek:**

A few problems were discussed.

Two dialogues were enacted at the lesson.

10 years were devoted to writing was founded.

A lot of questions are asked and answered at the lesson.

Ex.6. Have a discussion following situation according to the text.

Situation: Imagine you have bought a consumer product and it has not satisfied you. What, in your opinion, was the origin of the problem? Do you think the product was not described accurately when it was sold to you? Do you know the firm whose product you bought? Who are the firm's competitors in the market? Discuss the situation with your partner.

Ex.7. Translate into English:

1. Ўтган ҳафтада истеъмол товарлар нархи сезиларли даражада ошди.
2. Харидорлар маҳсулотларни арзонроқ нархда сотиб олишга тайёр эдилар.
3. Солиқларни ўз вақтида тўламаган истеъмолчилар жарима тўлашди.
4. Айрим компания раҳбарлари маҳсулот нархини туширишга мажбур бўлди.
5. Бу корхонанинг таклифлари бизда юқори қизиқиш уйғотди.
6. Биз иқтисодий масалалар муҳокамасида тез-тез иштирок этамиз.
7. Кўпгина омиллар давлатнинг иқтисодий ривожланишига таъсир кўрсатади.
8. Айти пайтда бизнинг мамлакатимиз иқтисодий жиҳатдан барқарор ривожланмоқда.
9. Ривожланаётган давлатларда кичик бизнесни ривожланишига катта эътибор берилади.
10. Муомаладаги пул массаси давлат томонидан қатъий назорат қилиниши керак.

UNIT 10.

BUSINESS CYCLES

In some years most industries are becoming and employment is low; in other years most industries are operating much below capacity and unemployment is high. Periods of economic expansion are called booms; periods of economic decline are called recessions or depressions. The combination of booms and recessions is called the *business cycle*.

Business cycles were first identified and analyzed by Arthur Burns and Wesley Mitchell in their book *Measuring Business Cycles*. One of their main statements was that many economic indicators move together.

During a boom or expansion, not only does output rise, but also employment rises and unemployment falls. New construction and prices typically rise during a boom as well. Conversely, during a depression, not only does the output of goods and services decline, but employment falls and unemployment rises as well. New construction also declines.

Business cycles are dated according to when the direction of economic activity changes. The peak of the cycle refers to the last month before several important indicators, such as employment or output, begin to fall. The trough of the cycle refers to the last month before the same economic indicators begin to rise. Because key economic indicators often change direction at slightly different times, the dating of peaks and troughs involves a certain amount of subjective judgment.

In many ways the term *business cycle* is misleading. "Cycle" seems to imply that there is some regularity in the timing and duration of upswings and downswings in economic activity. Most economists, however, believe otherwise. Booms and recessions occur at irregular intervals and last for different lengths of time. Therefore, for describing the swings in economic activity most modern economists prefer the term economic fluctuations.

Business cycles occur because there are disturbances to the economy of one sort or another. Booms can be generated by surges in private or public spending. For example, if the government spends a lot of money to fight a war but does not raise taxes, the increased demand will cause not only an increase in the output of war materials, but also an increase in the take-home pay of workers. The output of all the goods and services that these workers want to buy with their wages will also increase. Similarly, a wave of optimism that causes consumers the economy to expand. Recessions or depressions can be caused by the same forces working in reverse. A substantial cut in government spending or wave of pessimism among consumers and firms may cause the output of all types of goods to fall.

Another cause of recessions and booms is monetary policy. The Federal Reserve System determines the size and growth rate of the money stock and thus, the level of interest rates in the economy. Interest rates are a crucial determinant of how