



新时代商务英语专业系列教材

New Era Business English Series

总主编 / 翁凤翔 郭桂杭

An Integrated Course of Business English

商务英语综合教程 2

主 编 / 李海峰



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内 容 提 要

《商务英语综合教程2》共12个单元,涉及经济学基础、石油与经济、大数据、税收政策、股市、证券市场监督、战争与经济、经济共同体、奢侈品、网购、品牌形象、人才招聘等与经济和商务紧密联系的内容。每单元都由导入性练习、课文A、词汇表、注释、练习和课文B组成。课文A主要选自英语国家的重要刊物;词汇表列出了课文中出现的商务术语和重要词汇;注释侧重于相关背景知识的介绍和较难概念与术语的解释;练习则紧紧围绕课文的重点和难点进行设计,包括对课文的理解和对重要词汇、术语的基本运用,形式丰富多样,能较好地检测和巩固所学知识。课文B是延伸阅读,是学生自主学习的好材料。

本教材适合商务英语专业或英语专业(商务方向)大一学生使用,也可作为英语爱好者和从事国际商贸活动人士的参考教材。

图书在版编目(CIP)数据

商务英语综合教程.2/李海峰主编.一重庆:重庆大学出版社,2017.3

商务英语专业系列教材
ISBN 978-7-5624-9896-4

I.①商… II.①李… III.①商务—英语—高等学校—教材 IV.①H31

中国版本图书馆CIP数据核字(2016)第136751号

商务英语综合教程2

SHANGWU YINGYU ZONGHE JIAOCHENG 2

主 编 李海峰

责任编辑:高小平 版式设计:高小平
责任校对:邬小梅 责任印制:张 策

*

重庆大学出版社出版发行

出版人:易树平

社址:重庆市沙坪坝区大学城西路21号

邮编:401331

电话:(023) 88617190 88617185(中小学)

传真:(023) 88617186 88617166

网址:<http://www.cqup.com.cn>

邮箱:fxk@cqup.com.cn(营销中心)

全国新华书店经销

重庆市正前方彩色印刷有限公司印刷

*

开本:787mm×1092mm 1/16 印张:13.75 字数:338千

2017年3月第1版 2017年3月第1次印刷

ISBN 978-7-5624-9896-4 定价:45.00元(含1光盘)

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总序

商务英语作为本科专业获得教育部批准进入我国大学本科教育基本目录已经好些年了。商务英语本科专业的身份与地位获得了我国官方和外语界的认可。迄今为止,据不完全统计,有300所左右的大学开设了商务英语本科专业。各种商务英语学术活动也开始活跃。商务英语专业与英语语言文学专业、翻译专业成为我国英语教学的“三驾马车”。商务英语教学在全国已经形成较大规模,正呈良性发展态势,越来越多的大学正在积极准备申报商务英语本科专业。可以预计,将来在我国,除了研究性大学外的大部分普通本科院校的外语学院都可能开设商务英语本科专业。这是大势所趋,因为随着我国改革开放和经济全球化、世界经济一体化进程的加快,各个融入经济一体化的国家和地区急需有扎实英语功底的,熟悉国际商务基本知识的,具备国际商务领域操作技能的跨文化商务交际复合型、应用型商务英语人才。

高校商务英语专业教育首先必须有充足的合格师资;其次,需要有合适的教材。目前,虽然市面上有很多商务英语教材,但是,完整的四年商务英语本科专业教材并不多。重庆大学出版社出版的商务英语本科专业系列教材一定程度上能满足当前商务英语本科专业的教学需要。

本套系列教材能基本满足商务英语本科专业1—4年级通常开设课程的需要。商务英语专业不是商务专业而是语言专业。所以,基础年级的教材仍然是英语语言学习教材。但是,与传统的英语语言文学专业教材不同的是:商务英语专业学生所学习的英语具有显著的国际商务特色。所以,本套教材特别注重商务英语本科专业教育的特点,在基础阶段的英语技能教材中融入了商务英语元素,让学生在学习普通英语的同时,接触一些基础的商务英语语汇,通过听、说、读、写、译等技能训练,熟悉掌握商务英语专业四级和八级考试词汇,熟悉基础的商务英语篇章,了解国际商务常识。

根据我国《高等学校商务英语本科专业教学质量国家标准》(以下简称《标准》),本套教材不仅包含一、二年级的基础教材,还包含高年级的继续夯实商务英语语言知识的教材,如《高级商务英语教程》1—3册等。此外,还包括英语语言文学专业学生所没有的突出商务英语本科专业特色的国际商务知识类教材,如《国际商务概论》《国际贸易实务》《国际贸易法》《市场营销》等。本套教材的总主编都是教育部商务英语专业教学协作组成员,参与了该《标准》的起草与制定,熟悉《标准》的要求,这为本套教材的质量提供了基本保障。此外,参与编写本套教材的主编及编者都是多年从事商务英语教学与研究的有经验的教师,因而,在教材的内容、体例、知识、练习以及辅助教材等方面,都充分考虑到了教材使用者的需求。教材的编写宗旨是:力求传授实用的商务英语知识和国际商务有关领域的知识,提高学生的商务英语综合素质

和跨文化商务交际能力以及思辨创新能力。

教材编写考虑到了以后推出的全国商务英语本科专业四级和专业八级的考试要求。在教材的选材、练习、词汇等方面都尽可能与商务英语本科专业四级、八级考试对接。

本套教材特别适合培养复合型、应用型的商务英语人才的商务英语本科专业的学生使用,也可作为商务英语爱好者学习商务英语的教材。教材中若存在不当和疏漏之处,敬请专家、学者及教材使用者批评指正,以便我们不断修订完善。

翁凤翔

2016年3月

前 言

《商务英语综合教程》(An Integrated Course of Business English)是为高等院校商务英语专业本科一、二年级学生编写的基础教材,由四川外国语大学商务英语学院教师编写而成。

《高等学校商务英语专业本科教学要求》指出:高等学校商务英语专业旨在培养具有扎实的英语基本功、宽阔的国际化视野、合理的国际商务知识与技能,掌握经济、管理和法学等相关学科的基本知识和理论,具备较高的人文素养和跨文化交际与沟通能力,能在国际环境中用英语从事商务、经贸、管理、金融、外事等工作的复合型英语人才。作为商务英语专业中的主干课程,《商务英语综合教程》则力图培养过硬的英语基本能力、拓展丰富的商务知识、加强人文关怀,使学生在提升语言能力和知识结构的同时,也关注经济的发展对贫富差距、地球环境和地缘政治等的影响。

英语基础阶段的主要教学任务是,对学生进行全面严格的基本技能训练,培养他们运用语言的实际能力,为进入高年级阶段打下扎实的专业基础。为了实现这一目标,本套教材将英语基本核心词汇与商务领域的术语和概念结合起来,加强学生对基本语法和词汇的熟练掌握和运用,进而培养学生的听、说、读、写、译的综合技能以及多方位的商务知识感知能力。在练习设计过程中,为了避免词汇和句法简单的重复与模仿,我们对出自英语原刊的句子进行了严格的挑选,这些句子极富表达力,目的是开拓学生独立的思维空间,培养他们用英语表达自己思想的能力。

就商务知识而言,内容涵盖了经济学基础、税收、企业管理、企业文化、产品、营销、人力资源管理、电子商务、保险、国际贸易、证券与资本市场等众多领域。需要指出的是,该教材不同于单纯的以知识体系为主的商务英语教材,本套教材仍然保留了英语专业传统精读教材的精髓,以一课为一单元,每一单元的精读文本与补充阅读文本基本围绕同一个主题,相邻的几个课文在内容上都与某一特定的商务知识相关。如果以知识体系为主,这套教材必然与商务英语专业的其他课程造成内容上的重复,难免会忽视学生人文素养的提高。

本套教材绝大多数选自英语国家出版的刊物。这似乎超越了基础阶段学生的能力,实则不然。首先,纯正的英文素材是保证学生语言输入的关键,也是语言输出的重要保证;其次,这样的选材有助于他们逻辑思辨能力的提高;同时,也能为一些学员在高年级阶段去国外院校进一步深造打下坚实的语言基础。

为了方便教师使用,本套教材配备了课件 PPT,其主要内容是练习答案和课文中难句的理解。

本套教材的编写从一开始就得到了中国国际商务英语研究会副主任、上海海事大学外国语学院翁凤祥教授的指导,四川外国语大学商务英语学院院长段玲瑜教授自始至终给予了悉心的关怀,重庆大学出版社也一直关注着教材的建设。在此,我们对他们一并表示衷心的感谢。

在本套教材的编写过程中,各册主编和编者就各个单元的设计各抒己见,畅所欲言,后几经论证,终成此书。我们一直追求编著一套非常务实的商务英语综合教程,虽不能至,心向往之。由于编者水平有限,错误和疏漏之处在所难免,恳请各位教师和读者不吝赐教。

《商务英语综合教程》编写组

2016年7月

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UNIT

1

Basic Economics

Part I Lead-in Activities

Directions: You will hear a passage about economics. The words or phrases listed below will be of some help to you.

complicated /'kɒmplikeitɪd/ *adj.* composed of elaborately interconnected parts; complex 复杂的

constitute /'kɒnstɪtju:t/ *vt.* to compose; form 构成, 组成

rational /'ræʃnəl/ *adj.* using reason or logic in thinking out a problem 理性的

Adam Smith 亚当·斯密, 被誉为“经济学之父”和“自由企业的守护神”, 其《国富论》被认为是现代政治经济学研究的起点

underlying /ˌʌndə'laɪɪŋ/ *adj.* fundamental; basic 基本的

constraint /kən'streɪnt/ *n.* limitation or restriction 限制, 约束

spawn /spɔ:n/ *vt.* to give birth to; give rise to 产生, 引起

discipline /'dɪsəplɪn/ *n.* a branch of knowledge or teaching 学科

prosper /'prɒspə(r)/ *vi.* to be fortunate or successful, especially in terms of one's finances; thrive 繁盛, 成功

lag /læɡ/ *vi.* to hang (back) or fall (behind) in movement, progress, development, etc. 落后

allocation /ˌælə'keɪʃən/ *n.* a share set aside for a specific purpose 分配

assumption /ə'sʌmpʃən/ *n.* the act of taking something for granted or something that is taken for granted 假设

Task 1

Complete the following paragraphs according to the recording you have just heard.

We can say, therefore, that economics, often referred to as the “ 1 science”, is a study of certain aspects of society. Adam Smith, the “ 2 of modern economics” and author of the famous

book A(n) 3 into the *Nature and Causes of the Wealth of Nations*, 4 the discipline of economics by trying to understand why some nations 5 while others 6 in poverty. Others after him also explored how a nation's 7 of resources 8 its wealth.

To study these things, economics makes the assumption that human beings will aim to fulfill their self-interests. It also 9 that individuals are 10 in their efforts to fulfill their 11 wants and needs. Economics, therefore, is a 12 science, which examines people 13 according to their self-interests. The definition 14 at the turn of the twentieth century by Alfred Marshall, author of "The Principles of Economics", reflects the 15 underlying economics: "Thus it is on one side the study of wealth; and on the other, and more important side, a part of the study of man."

Task 2

Answer the following questions.

1. Specifically, what does economics study?
2. Why is economics often referred to as the "dismal science"?
3. What is mainly discussed in *An Inquiry into the Nature and Causes of the Wealth of Nations*?
4. Why is economics a social science?

Part II Intensive Reading

➤ Pre-reading Questions

1. Explain "The worth of a thing is best known by the want of it" in light of the relations between such economic terms as *supply*, *demand* and *commodity*.
2. Have you ever heard of "Paradox of value" or "diamond—water paradox"? It is a contradiction that diamonds command a by far higher price than water although the latter is on the whole more useful, in terms of human survival, than the former. If you do not know the reason, please refer to some reference books or websites and know why.

➤ Text A

Basic Economic Concepts

The two basic ingredients of an economic topic are scarcity and choice. Scarcity is the term used by economists to indicate that man's desire for a thing exceeds the amount of it that is freely available from Nature. Since the Garden of Eden, Nature has dealt grudgingly with man. Nature provides much

less of many, many things than man would like to have.

A good that is scarce is called an economic good. Food, clothing, and many of the items that all of us commonly recognize as material goods fall under this category. It also includes some items that may surprise you. Is leisure a good? Would you like to have more leisure time than is currently available to you? Most of us would. Therefore, leisure is a scarce good. What about clean air? A few years ago many economics texts classified clean air as a free good, a good that Nature had made available in such abundant supply that everybody could have as much of it as they wanted. This is no longer true. Our utilization of air for the purpose of waste disposal has created a scarcity of clean air. Many of the residents of Los Angeles, New York, Chicago, and other large cities would like to have more clean air.

Few of us usually think of environmental conditions as economic goods. However, if you are someone who would like more open spaces, green areas, or dogwood trees, you will recognize that these things are scarce. They, too, are economic goods.

Time is also an economic good. Most of us would like to have more time to watch TV, take a walk in the woods, do our school work, or sleep; but we each have only 24 hours in a day. The scarcity of time imposes a definite limitation on our ability to do many things we would like to.

Since scarcity of productive resources, time and income limit the alternatives available to us, we must make choices. Choice is the act of selecting among restricted alternatives. A great deal of economics is about how people choose when the alternatives open to them are restricted. The choices of the family shopper are restricted by the household budget. The choices of the business decision-maker are restricted by competition from other firms, the cost of productive resources, and technology. The choices of the political decision-maker are restricted by the taxable income of the citizenry and voter opposition to taxes.

The selection of one alternative generally necessitates the foregoing of others. If you choose to spend \$10 going to a football game, you will have \$10 less to spend on other things. Similarly, if you choose to spend an evening watching a movie, you must forego spending the evening playing ping pong (or participating in some other activities). You cannot have your cake and eat it, too. Our history is a record of our struggle to transform available, but limited, resources into things that we would like to have—economic goods.

A good is anything which yields satisfaction to someone. There are two types of goods commodities, or material goods, and services, or intangible goods. We speak of the services of the doctor, the entertainer, and the teacher.

A good may yield satisfaction directly, in which case it is called a consumer good; or indirectly, as an instrument of production, in which case it is called a capital good. Factories, office buildings, industrial machinery are capital goods.

The satisfaction which a good yields is usually called utility. Utility may be a matter of form—cutting and sewing a piece of rayon cloth into a dress adds to its utility. Or it may be a matter of place—the trucker who brings a new car from the assembly plant to my hometown is increasing its

utility to me. It may involve time—the warehouseman who stores this fall's potato crop so that I can buy fresh potatoes in midwinter is creating utility. Or it may involve ownership, as in the case of a broker who transfers securities from sellers to buyers.

An economic good is something which, in addition to being useful, is also scarce. It is scarce if there is less available than people would like to use if they could have it free. In this case, one would like to use if they could have it free. In this case, one will have to pay a price for the good. If there is enough to satisfy everyone's wants at a zero price, the article is a free good. But water flowing from a city tap is an economic good, since it costs something and users are charged for it in one way or another. Air is normally a free good, but cold air from an air conditioner in summer is an economic good.

Production is the creation or addition of utility to a good. It may involve physical transformation of a commodity, that is, creation of form utility. The store clerk, the filling station attendant, the truck driver do not make anything, as a factory worker does. But they help something we want at the time and place where we want it, and this also constitutes production.

The things which are necessary for production to be carried on are termed factors of production or productive resources. Quantitatively the most important of these is labor. In everyday usage, this term connotes factory work or some other manual activity. But in economics, labor means any form of human effort exerted in production. The bricklayer, the accountant, the doctor, and the business executive are all engaged in labor.

A second requisite for production is capital. This is a particularly tricky term in economics, because there is a major difference from everyday usage. When an individual speaks of his "capital" he usually means money or securities. Thus it is essential to remember that in economics capital is not money. Capital is machinery, buildings, railroad track and rolling stock, inventories of raw materials, and other physical necessities for production.

There is also a major difference from popular usage as regards investment. I think of buying a stock or bond as an "investment". In economics, however, investment is the construction of a capital good. Economics is concerned basically with physical processes rather than with the money which lubricates the wheels of industry. The amount of investment in the American economy in 1994 was the quantity of capital goods produced during the year, which had a money value of about \$409 billion.

The distinction is always confusing at first glance. In part, it is a distinction between looking at things from an individual view point as against the perspective of the national economy. It is also a distinction between physical capital goods and titles of ownership to those goods. Suppose a newly formed company sells a million shares of common stock at \$10 each. It uses the \$10 million to build a factory to produce plastic bottles. The shares of stock, which signify that the holder owns a small piece of the company's plant and equipment, may change hands many times over in later years. But this does not change the size of the company's plant or the productive capacity of the economy. Only as the company buys additional buildings and equipment does capacity increase.

A third important element in production is natural resources, sometimes referred to as land. Strictly speaking, a natural resource is something given by nature and untouched by human hands, such as rivers, mineral deposits, virgin farmland, or source becomes partly a capital good, a produced means of production. An Iowa farm today is partly a natural resource, because certain qualities of levelness, soil texture and composition, natural rainfall, and climate have been there for all time. But it is also partly a capital good, because generations of farmers have added fencing, drainage, trees and stone removal, artificial fertilizers, and other aids to production.

Labor, capital, and natural resources are coordinated in production units, such as farms, factories, stores, and transport networks. The work of coordination is done by management. Economists sometimes treat management as a separate factor of production. But it may also be regarded as a specialized, high-level kind of labor. (1,372 words)

Words and Expressions

ingredient /in'gri:diənt/ *n.* an element in a mixture or compound 成分, 因素, 组成要素

scarcity /'skeəsəti/ *n.* insufficiency of amount or supply; shortage 稀少, 稀有

grudgingly /'grʌdʒɪŋli/ *adv.* reluctantly, unwillingly 不愿, 勉强, 吝啬

environmental /in,vairən'mentl/ *adj.* of or relating to the external conditions or surroundings; 环境的

exceed /ik'si:d/ *vt.* to go beyond in quantity, degree, rate, etc. 超过, 超出

classify /'klæsɪfaɪ/ *vt.* to arrange or organize according to class or category 分类

disposal /di'spəʊzl/ *n.* a particular method of attending to or settling matters 处理

alternative /ɔ:l'tɜ:nətɪv/ *n.* a possibility of choice, esp. between two things, courses of action 二者选一; 可供选择的方案

citizenry /'sɪtɪzənri/ *n.* citizens considered as a group 市民

confuse /kən'fju:z/ *vt.* to cause to be unable to think with clarity or act with intelligence or understanding 使迷惑

commodity /kə'mɒdəti/ *n.* an article of trade

or commerce, esp. a product as distinguished from a service 商品

entertainer /,entə'teɪnə(r)/ *n.* a professional singer, comedian, or other performer who takes part in public entertainments 演艺人员; 进行娱乐表演的人

budget /'bʌdʒɪt/ *n.* an itemized summary of expected income and expenditure of a country, company, etc., over a specified period, usually a financial year 预算

utility /ju:'tɪləti/ *n.* the quality or condition of being useful; usefulness 效用, 实用

broker /'brəʊkə(r)/ *n.* one that acts as an agent for others, as in negotiating contracts, purchases, or sales in return for a fee or commission 经纪人, 掮客

article /'ɑ:tɪkl/ *n.* an individual thing or element of a class; a particular object or item 物品, 物件

transformation /,trænsfə'meɪʃn/ *n.* a change or alteration, esp. a radical one 变形, 变化, 变质

exert /ɪg'zɜ:t/ *vt.* to put to use or effect; put forth 施加(影响)

inventory /'invəntri/ *n.* a detailed, itemized list, report, or record of things in one's possession, especially a periodic survey of all goods and materials in stock 详细目录, 存货清单

productive /prə'dʌktiv/ *adj.* producing abundantly; fertile 生产的; 生产力的

taxable /'tæksəbl/ *adj.* subject to taxation 可征税的, 应征税的

yield /ji:ld/ *vt.* to give forth by or as if by a natural process, especially by cultivation 生产, 产出

foregoing /fɔ: 'gəʊɪŋ/ *n.* resignation, renouncement, giving up 放弃, 让与

intangible /in'tændʒəbl/ *adj.* incapable of being perceived by the senses 无形的

assembly /ə'sembli/ *n.* the process of putting together a number of parts to make a machine or other product 组装, 装配

physical /'fizikl/ *adj.* of or pertaining to that which is material 有形的

connote /kə'nəʊt/ *vt.* to suggest or imply in addition to literal meaning 暗示, 意味着

requisite /'rekwizit/ *n.* something that is indispensable; a requirement 必须品; 要素

attendant /ə'tendənt/ *n.* someone whose job is to look after or help customers in a public place 服务员

securities /si'kjʊəritis/ *n.* (pl.) financing or investment instruments bought and sold in financial markets, such as bonds, debentures, notes, options, shares and warrants 证券

Notes

- The Garden of Eden:** a beautiful garden where Adam and Eve were placed at the Creation. When they disobeyed and ate the forbidden fruit from the tree of knowledge of good and evil they were driven from their paradise (the fall of man).
- Intangible goods** (无形商品): also known as **invisible goods** which usually include services, brand names and reputation, etc. Opposite to intangible goods are physical goods (实物) or tangible goods.
- Capital goods** (资本货物): durable goods (one that does not quickly wear out, 耐用品) used in the production of goods or services. Capital goods are one of the three types of producer goods (生产资料), the other two being land and labor, which are also known collectively as primary factors of production (生产要素). This classification originated during the classical economic period and has remained the dominant method for classification. Consumer goods are the end result of this production process.
- Utility** (功用): simply known as **usefulness**, is the ability of something to satisfy needs or wants. Utility is an important concept in economics and game theory (博弈论), because it represents satisfaction experienced by the consumer of a good. Utility may exist as a form, a place, or a period of time or even ownership.
- Factors of production or productive resources** (生产资料): resources required for production of goods or services, generally classified into four major groups: land, labor, capital and enterprise. These four factors are otherwise classified as management, machines, materials and

money (collectively known as 4Ms). More recently, knowledge has come to be recognized as distinct from labor, and as a factor of production in its own right.

— Text Comprehension —

I. Decide whether each of the following statements is true or false.

1. Both leisure and clean air fall into the category of scarce goods.
2. In economics, choice means a selection from an inexhaustible supply of resources, time and money.
3. What items a family shopper is going to buy depends on the budget.
4. Securities transferred from sellers to buyers do not yield any utility.
5. Unlike a factory worker who adds utility to a good, a truck driver fails to create any value.
6. In economics under discussion in this text, capital is referred to as money or securities.
7. Lawyers are not engaged in labor.
8. The popular usage of “investment” is buying stocks or bonds.

II. Answer the following questions.

1. What are the two basic ingredients of an economic topic? What is scarcity?
2. According to the author, does Nature provide us resources generously?
3. Are environmental conditions economic goods? What is an economic good?
4. Why should we make choices? What is a choice?
5. What is utility? According to the author, by what means can the utility of a good be created or increased?
6. Give a brief explanation of the following terms from an economic perspective: capital; labor; natural resources.

III. Explain the underlined part in each sentence in your own words.

1. Since the Garden of Eden, Nature has dealt grudgingly with man. Nature provides much less of many, many things than man would like to have.
2. The scarcity of time imposes a definite limitation on our ability to do many things we would like to.
3. The selection of one alternative generally necessitates the foregoing of others.
makes it necessary to give up other choices
4. But water flowing from a city tap is an economic good, since it costs something and users are charged for it in one way or another.
5. But they help something we want at the time and place where we want it, and this also constitutes production.
6. The bricklayer, the accountant, the doctor, and the business executive are all engaged in labor.