OBJETIVO

ITA
Inglês

2

MÓDULO 3

Business English I

Translate into Portuguese (1 to 50).

1. job = ______
2. jobless = ______
3. joblessness (= unemployment) = ______
4. full employment = ______
5. employer = ______
6. employee = ______
7. underemployment = ______
8. joblessness rate = ______
9. to apply for the job = ______
10. applicant = ______
11. to hire = ______
12. to be fired (= sacked, laid off) = ______
13. length of service = ______
14. to quit, to resign = ______
15. layoff = ______
16. settlement = ______
17. severance = ______
18. fine = ______
19. minimum wage = ______
20. wage earner = ______
21. skilled labor = ______
22. to earn = ______
23. policy (= guideline) = ______
24. labor market = ______
25. payroll = ______
26. entrepreneur = ______
27. chairman (= CEO) = ______
28. to run an enterprise = ______
29. state-run enterprise = ______
30. deregulation = ______
31. shadow economy = ______
32. turnover = ______
33. working capital = ______
34. raw material = ______
35. merger = ______
36. file = ______
37. inventory = ______
38. stock (= share) = ______
39. market share = ______
40. stockholder (= shareholder) = ______
41. Stock Exchange = ______
42. profit = ______
43. gross profit = ______
44. net profit = ______
45. profitable = ______
46. branch = ______
47. to branch out = ______
48. powerhouse = ______
49. warhorse = ______
50. red tape = ______

The financial page public humiliation

1 Once upon a time, investment banks were private firms, structured as partnerships, and relying on the capital provided by the partners in order to run their operations. In fact, until 1970 the New York Stock Exchange prohibited investment banks from going public. But after that regulation's repeal there were two big waves of I.P.O.s, one in the nineteen-seventies and one in the eighties, at the end of which nearly every prominent Wall Street firm was public. (The last holdout was Goldman Sachs, which went public in 1999.) The incentives were obvious. Partners could cash out and other employees could more easily be compensated with stock. More important, going public allowed companies to raise huge amounts of capital, which, in turn, increased the amount of money they could borrow to leverage their bets and the profits they reaped when those bets came off. Between 1995, Lehman's first full year as a public company, and 2007, its revenues more than sextupled, while its profits grew more than seventeen times.

2 All, then, seemed good. But, for Wall Street firms, going public was a deal with the devil, because it meant exposing themselves to what was, in effect, a minute-by-minute referendum, in the form of the stock price, on the health of their operations. This was fine as long as things were going well – the higher the stock price, the richer everyone got – but, once things started to go bad, that market referendum started to look like a vote of no confidence. And that made the problems that the companies were already facing much, much worse.

3 That's because the entire edifice of Wall Street is built on confidence. Investment banks rely on short-term debt to run their businesses, and their businesses consist of activities – trading, dealmaking, money management – that depend on people's faith in their ability to honor their obligations. As soon as the customers and creditors of a company like Lehman start to wonder whether it might collapse, they become less willing to lend or to trade, and more likely to demand their money back.

4 The perception of weakness exacerbates the reality of weakness. And although there are myriad measures of a company's health, nothing looks scarier than a stock price that's heading toward zero.

5 All companies, of course, worry about how their stock is doing. But for most the stock price is a product of performance, rather than a cause of it. If Procter & Gamble's stock plummeted tomorrow, people would still keep buying Tide. By contrast, if an investment bank's share price tumbles, it not only wrecks people's confidence but also can lead to credit-rating downgrades, which provoke a further decline in the stock price, and so on. The downward spiral can be stunningly fast and near-impossible to escape. Lehman's assets were not significantly more toxic last Monday, when the company filed for bankruptcy protection, than they had been a week earlier. And, technically speaking, the bank may not even have run out of money, since it had access to an emergency liquidity line from the Federal Reserve. What Lehman did run out of was credibility. It couldn't remain a going concern because creditors and customers no longer trusted it. Why would they, when its stock price had fallen nearly eighty per cent in the previous week? The less faith the market had in the possibility of Lehman's survival, the more remote that possibility became.

by James Surowiecki – *THE NEW YORKER, SEPTEMBER 29, 2008 – CEAG FGV*

1. According to the information in the article, which of the following probably best explains the importance of 1970 in the history of investment banks?

a) In that year the New York Stock Exchange began debating whether or not to allow investment banks to go public.

b) In that year it finally became possible for the public to buy stock in an investment bank.

c) In that year nearly every prominent Wall Street firm presented an initial public offering (IPO) in order to go public.

d) That year saw a massive deregulation of the financial industry in the United States.

e) That year marked the ascension of private investment banks as the driving force in the U.S. economy.

2. In the context of the article, which of the following probably best expresses a significant aspect of Goldman Sachs?

a) It is the only important investment bank to have survived the current economic crisis.

b) It is the oldest and most successful investment bank in the United States.

c) By delaying going public, it avoided many of the traps that other investment banks fell into.

d) It is the only important investment bank whose stock has continued to rise during the e current economic crisis.

e) Of all the important investment banks, it was the last to go public.

3. For investment banks, which of the following is probably the biggest disadvantage of going public?

a) A falling stock price can quickly destroy public confidence in the investment bank.

b) Public exposure can quickly reveal many of an investment bank's dubious or incompetent financial practices.

c) The shareholders' insistence on excessive short-term profits can quickly lead an investment bank to make ruinous decisions.

d) The incredible growth resulting from going public often causes investment banks to neglect sensible business practices.

e) Investment banks are clearly designed to function better as private firms, structured as partnerships.

4. According to the information in the article, to run its daily operations an investment bank that has gone public must specifically

a) avoid financial decisions that could be misinterpreted by the public.

b) have access to money loaned for relatively brief periods.

c) make sure that its partners provide adequate working capital.

d) maintain a long-term relationship of absolute trust with both the public and the government.

e) understand that leveraging is a fundamental part of its business.

5. The "market referendum" mentioned in paragraph 2 most likely refers to

a) New York Stock Exchange regulations.

b) an investment bank's public image.

c) an investment bank's stock price.

d) an investment bank's daily operations.

e) the process of going public.

6. According to the information in the article,

a) when customers and investors believe that an investment bank has become fragile, its situation becomes worse.

b) an investment bank may risk making disastrous business decisions if its customers and creditors no longer believe in its strength.

c) when an investment bank's stock begins to fall, the next step is usually bankruptcy.

d) since private investment banks operate as partnerships, their public image and their daily performance are of secondary importance.

e) for an investment bank to remain profitable, its stock price must rise continuously.

7. Which of the following does the article most likely consider the strongest public indicator that a company is in a bad situation?

a) When the company has difficulty in honoring its obligations.

b) When the company's creditors start asking for their money back.

c) When the company's falling stock price shows no sign of stopping.

d) When the government starts to investigate the company's operations.

e) When customers and creditors begin to wonder whether or not they can trust the company.

8. According to the information in the article, which of the following is a major difference between investment banks and other kinds of companies?

a) With other kinds of companies, there is often little correlation between stock price and performance.

b) Other kinds of companies don't rely on a strong public image in order to sell their products.

c) When their stock price is falling quickly, other kinds of companies are more likely to become involved in either a merger or an acquisition.

d) A quickly falling stock price will not necessarily make people reluctant to buy the products sold by other kinds of companies.

e) Because they don't depend on short-term debt, other kinds of companies usually don't need to worry about small fluctuations in their stock price.

9. According to the information in the article, which of the following probably best explains why Lehman in the end went bankrupt?

a) In just one week the company's assets had become fatally toxic.

b) The company waited too long to begin restructuring.

c) The company lost its access to emergency funds from the federal government.

d) In one week, investors sold 80% of their stock in the company.

e) Customers and creditors had no more faith in the company.

10. In paragraph 2, the phrase "…going public was a deal with the devil…" most likely means which of the following?

a) Going public was a disaster not only for investment banks but also for the world's economy.

b) If investment banks had not gone public, the current economic crisis would be less serious.

c) Though offering great advantages, going public also offered even greater disadvantages that investment banks apparently had not seriously considered.

d) Going public trapped investment banks in an inescapable downward spiral.

e) Going public forced investment banks to change their way of doing business, with disastrous results.

■ Módulo 3

Naturalization

In the United States under laws passed by Congress naturalization is a judicial proceeding which is performed in federal district courts and in state courts which have been vested with federal authority for this purpose. The state courts so vested are courts of record. The naturalization procedure is rather complex, but it consists of two basic steps. First, the applicant, who has been admitted to the United States in accordance with the laws on immigration, may appear before a naturalization court and file a petition for citizenship. At this time a preliminary examination of his character and his sincerity is made. Second, after five years' residence the applicant reappears at the place where the petition was filed, for the final hearing on the application in open court. Two American citizens must appear with the applicant to swear to his loyalty to the United States and certify to the character and residence of the applicant. The applicant must renounce allegiance to his former country and take an oath to uphold the laws and bear arms in defense of the United States, if required, and not to engage in subversive activities.

Newsweek

1. The procedures regarding naturalization in the United States are
a) unexpensive and quick.
b) costly and above all take a long time.
c) complex and open to anyone.
d) simple and often done.
e) somewhat complicated.

2. Every time the text mentions the term applicant it refers to
a) an unmarried couple.
b) a foreigner who's been living in the United States for over a decade.
c) somebody who would like to become an American citizen.
d) childless couple.
e) anybody who left his home country because of either war or famine.

3. Anybody who wants naturalization in the United States needs, among others,
a) to have had children born in America.
b) a well-paid job.
c) two witnesses.
d) to prove loyalty and knowledge of American laws.
e) to prove sincerity and knowledge of how to handle guns in case of war.

■ Módulo 4

Latin American Currencies

Like a country's flag or anthem, money is a powerful emblem of nationhood that is instantly recognized, understood and even cherished by all citizens. But where economies are feeble, a handsome bank note can be a hollow, and expensive, symbol. "We still confuse currency with the national banner", says the Argentine economist Aldo Abram. "In fact, money is just an instrument of economics." A badly managed instrument, at that. Despite a decade of bold free-market reforms and handsome money, Latin America is in the midst of its worst recession since the 1980s, the "lost decade" . According to the International Monetary Fund, foreign-capital flows to the region were down 55 percent last year. Poverty is deepening. There are plenty of reasons for these travails. But wherever there is economic emergency in Latin America, a crumbling currency is not far away.

1. According to the text, money
a) is merely an instrument of economics.
b) must be seen as the most powerful symbol of a nation.
c) might be an economic mechanism.
d) is instantly cherished by developed nations.
e) should replace the country's flag or anthem.

2. According to the text, Latin America
a) openly favours dollarization.
b) has been facing its worst recession since the 1980s.
c) considers bank notes as a mere instrument of economics.
d) successfully overcame its worst recession in 1980.
e) benefits from expensive bank notes.

3. The text refers to the 1980s as "the lost decade" because it was a period of
a) fiscal surpluses.
b) rapid economic growth.
c) forgotten structural reform.
d) virtually no progress.
e) missing foreign debt.

4. A "crumbling currency" refers to a currency which is
a) powerful. b) illegal. c) solid.
d) healthy. e) battered.

respostas dos exercícios-tarefa

■ Módulo 3

1) E **2) C** **3) C**

■ Módulo 4

1) A **2) B** **3) D** **4) E**