

Практикум деловой коммуникации

Вопросы для самопроверки в подготовке к текущей аттестации в 7 семестре (Мировая экономика)

1. The EU. The European integration – problems and prospects.

European Integration: the Single Market

1. When was a Single market formed? What were the major principles of the Single European act?
2. How was the EC transformed into the EU?
3. Why did the mid 80-s see the breakthrough in integration?
4. What were some of the advantages of harmonizing? Competition between forms of regulation took place. What does it mean?
5. What were the main objectives of the Single European Act?
6. What are non-tariff barriers?
7. What is the major advantage of the Single Market?

European Monetary Union and the Maastricht Criteria

1. What were the Maastricht criteria?
2. Why was the UK reluctant to join the ERM @ EMU?
3. What was the balance of power in the Maastricht deal?

The Economies of the EMU and the Stability Pact

1. The Stability Pact forces EMU members to maintain low budget deficits. What is the rationale for this policy?
2. Why is it needed if the European Central Bank is independent and committed to low inflation?
3. The Stability Pact. (in Amsterdam, 1997 ratified). What did it confirm? What measures did it undertake for countries which don't follow the M. criteria?
4. Does the Pact preclude countries from using fiscal policies more vigorously?

The European Central Bank and Federal Fiscal System.

1. What is the first duty of the ECB?
2. What are the “twin pillars” of its monetary strategy?
3. What is a federal fiscal system?

Transition Economies and Economic Reforms.

1. Transition economies in Central and Eastern Europe. How did they make adjustment from central planning to market economy?
2. What are the key aspects of supply-side reforms?
3. Is it necessary to join the ERM before entering the EU? Why?
4. Transition is just a big investment project with early costs and later benefits. Comment on this.
5. Transition economies should finance the whole cost of transition by foreign borrowing, and pay the subsequent interest once they are rich. Would transition economies want to do this? Why might creditors not lend this much?

The Exchange Rate Mechanism and the European Monetary Union.

1. The ERM harmonized monetary policy under German leadership in 1992. When did the UK enter and leave it?
2. What other country left it?
3. What is Black Wednesday? (16 Sept., 1992). Why did the UK @ Italy leave the ERM?
4. When did the EMU begin?
5. How was the monetary policy to be set?
6. What are the major functions of the ERM?

2. Modern security structures and world peace.

1. The United Nations (UNO)
2. The World Trade Organization (WTO)
3. The International Labour Organization (ILO)
4. The Bank for International Settlement (BIS)

3. Advertising techniques in action.

1. What attention getting techniques do know?
2. Confidence building techniques.
3. Desire stimulating techniques.
4. Urgency stressing techniques.
5. Camera never lies.
6. Keeping up with the Joneses.
7. Before and after.
8. Expertise.
9. What does AIDA formula mean? (attention, interest, desire, action).
10. What should be taken into account to make an advert effective?
11. What do you know about ethics in advertising?
12. What is the role of cultural component in advertising (Give examples)

4. From intercultural competence – to success in business.

1. What do we mean by cultural sensitivity? (acceptance, not right, not wrong, but different).

Meetings and Agenda

1. How are cultures different in their attitude to the agenda?
2. What is the role of eloquence at meetings?
3. How are cultures different according to their attitude to eloquence?

Attitudes to Truth in Cultural Awareness

1. What are different approaches to treating truth by different cultures and what are they based on?

Common ground and divergence in the cultural background of an international team.

1. How can tolerance and an efficient use of cultural specific traits contribute to the success of the international team?

2. How can we achieve a harmonious integrated team?

Education and languages as some of the factors which facilitate international understanding.

1. How can we broaden our horizons when doing business with other cultures?
2. What is the role of education and the knowledge of differences in educational systems in international understanding?

5. Types of cultures

1. What is the attitude of linear-active, multi-active and reactive cultures to:

Time, promptness, punctuality

Agenda

Truth

Contracts

Negotiations

National Strengths, Insights, Blind Spots. Comment on natural strengths of certain cultural groups.

6. Status, leadership and organization

1. How are cultures different as far as organization and leadership are concerned? Illustrate the differences in the concepts of leadership and organization (Germany, France, Britain, the USA).
2. No two cultures view the essence of authority, hierarchy or optimum structure in an identical light. Explain this.
3. The behaviour of the members of any cultural group is dependent, almost entirely, on the history of the people in that society. Comment on this issue.
4. Leaders cannot readily be transferred from culture to culture. Why? What types of leaders do you know?

7. Innovation and change in XXI century.

1. What are the changes in the balance between East and West in different spheres?
2. What are the West's most effective weapons?
3. Why does the 21-st century promise to be crunch time for powerful governments, trading blocks and manufacturing powerhouses?
4. What factors guarantee access to gigantic markets and astronomical profits?
5. What problems of international exchange can lead to failure, recession, survival?
6. What are the perspectives for representatives of different nations (linear-active, multi-active and reactive cultures) in tackling cross-cultural issues in business?
7. What kind of new challenges do international teams face in the twenty-first century?
8. What factors lead to ferocious competition?

8. Efficiency of business meetings and its factors

Beginning and Structuring a Business Meeting as Seen by Different Cultures

1. What factors contribute to the efficiency of business meetings?
2. What are some advantages of videoconferencing and face-to-face meetings?
3. Do all meetings begin in the same way? What does it depend on?
4. What do kinds of starts depend on?
5. What factors contribute to the success or failure of a meeting?
6. What does the preparation for a meeting imply?

Beginning and Structuring a Business Meeting as Seen by Different Cultures

1. Linear-active members need relatively little preamble or small talk before getting down to business.
2. Multi-active members are not happy with the bullet-point approach.
3. Some forms of sales training actually include a close study of body language, especially in those societies where it is demonstrative.
4. Hierarchy of seating is important at business meetings.

Programming Negotiations in Different Cultures

1. Professionalism of the negotiating team and cross-cultural bias are the problems that arise at business meetings.
2. The divergence of outlooks is exerting decisive influence on the negotiation to come.
3. Self-image is part and parcel of value perception.
4. Mutually agreeable mechanisms are not always available in international negotiations.

The Constituents of Successful Negotiating and Decision-making

1. What entertainment arrangements are appropriate?
2. Which debating styles are likely to be adopted?
3. How much flexibility can be expected during negotiations?
4. How much posturing and body language can be expected?
5. What are the likely priorities of the other side?
6. How wide is the cultural gap between the two sides?
7. To what extent may such factors as humor, sarcasm, wit, wisecracking and impatience be allowed to spice the proceedings?

9. Voices of time. (The role of time in business communication).

1. What is the role of time in cultural differences?
2. What are monochronic and polychronic cultures?
3. What is an insult period and an allowable waiting scale?
4. What is an appropriate time for a call in different cultures?
5. How different is the vision of future in different cultures?

10. Hall's and Hofstede's cultural measures.

1. What are low-context and high-context cultures? Speak on the differences and give examples.
2. How are cultures different according to power distance?
3. How are cultures different according to uncertainty avoidance?

4. How are cultures different according to collectivism, individualism?
5. How are cultures different according to masculinity, femininity?