

**ВОПРОСЫ К ИТОГОВОМУ ЭКЗАМЕНУ
(аспект «Речевая коммуникация») -7 семестр**

1. Natural @ Made-made Disasters.

2. What natural disasters can Belarus be subjected to?
3. What are the most common causes of war?
4. Can a war be moral and justifiable?
5. In your opinion, are we currently living in a time of war or peace?
6. The Greek root for the word "ecology" means "house". How can an ordinary man improve environment (by changing lifestyles)?
7. What are myths and what are the real facts about environment?
 - Chernobyl @ Valdez were not accidents, (less petty as compared to global warming). Give your comments.
 - Non-biodegradable products are safer than biodegradable ones, (clog landfills, buy less).
 - CFCs-exotic gases @ sprays contribute to global warming. (Is carbon dioxide more harmful? An average American car can pump its own weight of carbon dioxide into the atmosphere).
 - The garbage crisis, what is it?
 - How are household chemicals affecting the earth? (does germ-phobia contribute to toxic wastes?)
 - Is clean environment a luxury?
 - How are third world countries being pressurized to destroy their environment? (they clear land to appease American banks, to pay back foreign debts-they have to comply @ destroy their environment).

2. Environmental Change and Violent Conflict.

1. What are the principal ways in which human actions bring about scarcities of renewable resources?
2. What environmental problems can aggravate tensions and unrest within societies?
3. How can the tendency for water scarcity affect different countries?
4. Why is deforestation dangerous for the future of the planet?
5. Why does environmental degradation lead to social degradation. Comment on it.
6. Scarcities of renewable resources often produce insidious cumulative social effects such as population displacement and economic disruption. Prove it.
7. Environment is but one variable in a series of political, economic and social factors that can bring about turmoil. Illustrate it with your examples.

3. The System of Education in Belarus, Great Britain, the USA.

1. What university degrees in the European @ American system of education do you know? (B. Sc., M. Sc., after at least 3 years- a Doctorate).
2. What do you know about the system of supervision at Oxford @ Cambridge? (students spend a few hours a week with a tutor, a university lecturer, who is responsible for their individual academic progress).

3. What is the role of SAT as an educational measuring device (provides an accurate gauge of the basic skills needed for college-level work).
4. What is SAT? (1. Stanford Achievement test as one of the instruments for measuring pupil's progress at school; 2. Scholastic Aptitude Test)
5. Is there a National University /curriculum in the USA? (No, each state controls @ supports at least one university).
6. What are core subjects in the USA? (E., maths, social studies, physical culture, science)
7. What are the electives? (music, performance, composition, driving, home economics, marriage training) There is a trend toward academic subjects.
8. What do you know about the National Curriculum in the late 80-s in GB? (to provide a more balanced education)
9. What is REACH? (the record of achievements tests) - to set objectives for each term.
10. What are CTCs? (City Technology Colleges) for scientifically gifted children.
11. What do you know about alternative education? (the City as School, Summerhill school -boarding school).
12. What are possibilities for vocational training in GB? (FE-further education, Yops-youth opportunities)

4 .European Integration: the Single Market.

1. When was a Single market formed? (1992) What were the major principles of the Single European act (broad outlines for regulation, mutual recognition of firms licensed by other member states).
2. How was the EC transformed into the EU? (1957-6 countries, by 1990-15 countries.)
3. Why did the mid 80-s see the breakthrough in integration? (member states adopted some outlines for harmonizing their policy).
4. What were some of the advantages of harmonizing? (gave way to competition, did away with anarchy @ possible fraud in business). Competition between forms of regulation took place. What does it mean?
5. What were the main objectives of the Single European Act? (abolition of remaining control over the capital flow, removal of non-tariff barriers to trade in the EU, removal of frontier control, harmonizing tax rates)
6. What are non-tariff barriers? (trademarks, patent laws, safety standards).
7. What is the major advantage of the Single Market? (can fully exploit economies of scales).

5. European Monetary Union and the Maastricht Criteria.

1. What were the Maastricht criteria (the M. Treaty -1991)?. (to prepare the ground for the EMU; exchange rates were universally fixed - ERM). 2 sets of criteria: for monetary policy, for fiscal policy. The M. criteria for joining the EMU: 1. the monetary policy: low inflation® sound fiscal policy, low nominal interest rates, two prior years in the ERM without devaluation. 2. the fiscal policy: the budget deficits must not be excessive(less than 3% of GDP)
2. Why was the UK reluctant to join the ERM @ EMU? (North sea oil, offshore UK is less integrated than the core countries). It entered the ERM in 1990, then left it in 1992.
3. What was the balance of power in the Maastricht deal? (Germany ran the ERM).

6. 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?
4. 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? It fines countries for excessive budget deficits, except if they are in recession.
5. Does the Pact preclude countries from using fiscal policies more vigorously?

7. 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?

8. 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? (allowing the price system to work).
3. Is it necessary to join the ERM before entering the EU? Why? (to prove that the country can survive within the Single market without disrupting existing EU members).
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?

9. 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 leave it? (Italy).
3. What is Black Wednesday? (16 Sept., 1992). Why did the UK @ Italy leave the ERM? (because of the crisis in 1992/1993).
4. When did the EMU begin? (in Jan. 1999 with countries which met the criteria).
5. How was the monetary policy to be set? (by independent central bank)
6. What are the major functions of the ERM? (to control that the countries follow the M. criteria and can be eligible to enter the EMU, that is they can survive within the EU without disrupting existing EU members < to stabilize exchange rates, encourage trade within Europe @ control inflation).

10. The Competitive Advantages of Firms in Global Industries.

1. According to Michael Porter, 'industry is the arena in which competitive advantage is won or lost'. Based on the Porter's statement that 'only strategies tailored to the particular industry and the skills and assets of a particular firm succeed', comment on the two central concerns that underlie the choice of a competitive strategy. What are they? (*industry*

structure and positioning within an industry).

2. A sophisticated understanding of industry structure is crucial for the choice of competitive strategy. Why? What are the Five Competitive Forces? Can you give any examples?

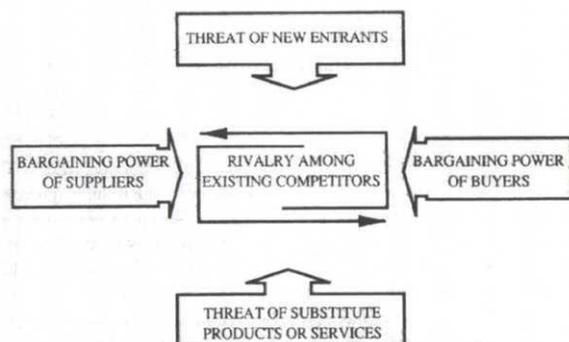


FIGURE 2-1 The Five Competitive Forces that Determine Industry Competition

example: airline industry

- **Existing competitors:** SAS, British airways, Lufthanza
- **New entrants:** Easy Jet, Ryanair (low cost airlines)
- **Suppliers:** plane builders (Boeing), fuel producers (Shell) etc
- **Substitute products&services:** trains, i-net communication
- **Buyers/customers:** passengers (can be divided into segments: business, leisure, luxury...)

3. Which threats of competition should a company be aware of? (new entrants and substitute products and services). Can you give an example? (Belarusian mobile phone industry: the rivalry between two major providers (Velcom, MTC) leads to the decrease in price; more people can afford mobiles; the mobiles substituted the pagers).

4. What is the role of suppliers in influencing competition in an industry? Can the bargaining power of suppliers be regarded as one of the competitive forces that have an important impact on competition?

5. Can you visualize the Porter's theory of Five Competitive Forces by an example?

6. What are the two basic types of competitive strategies, which make it possible for a firm to gain a competitive advantage? (**lower cost & differentiation strategies**)

7. Give an example of how a firm can gain a competitive advantage by means of embarking on a lower cost strategy.

8. Elaborate on the pros and cons of a lower cost strategy. Can competing on the lower costs help to sustain a competitive advantage in the long run? Comment on the hierarchy of the sources of competitive advantage.

9. According to Michael Porter, there are four determinants of the national competitive advantage, which comprise the famous Porter's diamond. What are they? Do you agree? What other determinants would you add?

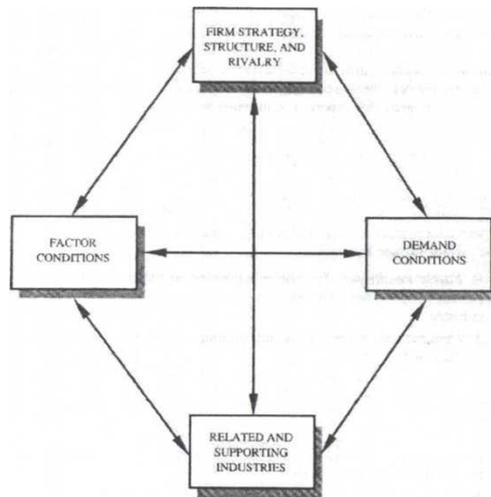


FIGURE 3-1 The Determinants of National Advantage

10. In addition to the four determinants of national advantage, there are two other factors which have a great impact on the competitive environment. What are they? Comment on the role of chance and government.

11. International Terrorism.

1. What is the definition of terrorism?
2. What are the characteristic features of modern terrorism?
3. What are the most notorious terrorist organizations?
4. What measures are being taken against terrorism by the international community?
5. As long as many terrorist acts are perpetrated by Islamist fundamentalists, there is a very strong anti-Muslim sentiment in the West. Is it justifiable?
6. By definition, terrorism wants publicity. The mass media provide extensive coverage of every major or minor terrorist attack. Do they play into the hands of the terrorists by doing so?

12. Cultural Sensitivity and Cross-Cultural Understanding.

1. What do we mean by cultural sensitivity? (acceptance, not right, not wrong, but different).
2. What factors have led to cultural differences? (geographical, historical, climate, religion...).
3. Don't be fooled by appearance. What does it mean as far as culture is concerned? Prove that cultural patterns are only guidelines, only tendencies. We should use them cautiously.
4. What is the role of values in cultural diversity? (roots lie in religion. Some place emphasis on family (Asians, the Philippines), others - on career. Quality of life. Being-based (connections, status) or doing-oriented societies (people are motivated by promotion). Achievement, accomplishment, competitiveness or social harmony. Achievement-based cultures, or ascription-based cultures.
5. What differences do beliefs and viewpoints presuppose? (Concept of fate: who controls us? Arabs are nonchalant about appointments. Being late - was meant to be).
6. How are cultures different in relation to the environment? (the USA - people are masters

of nature, Asians place emphasis on social harmony).

7. What is the role of rules and laws? ((low context, uncertainty avoidance cultures (the UK-uniformity, the Brazilians- focus on exceptions to the rules).

8. How are cognitive styles different in cultures? (inductive thinking, facts-general conclusion, parts of the whole-American partnership is based on. Deductive thinking-general conclusion-a fact, a holistic view, Japanese.

9. How are cultures different in their attitude to the agenda? (rigid adherence -by the Germans, eloquence - by the French.

10. What is the role of social structure in cultural differences? (the role of power distance, group oriented and individualist-oriented countries, egalitarian and authoritarian countries, relationship-based countries, compatibility is more important than price).

11. How are cultural differences shown in the way women are treated? (a kissing ambassador, committed a major faux pas, dressing codes).

12. What is the role of time in cultural differences? (short-term, long-term results, monochronic, polychronic cultures, an insult period, an allowable waiting scale, appropriate time for a call). The vision of future is also different: it is a museum with dark halls or the ribbon winding up to the horizon-the future). Issues like need to rush, the perception of a deadline are totally different on different cultures. Comment on this. (Lines on the sand-only God knows what lies in the future, it is meant to be- that is the essence of timetables and the deadline of events).

13. Advertising Techniques.

Name advertising techniques and analyze the language of advertising. Give examples.

14. Questions for topics 14-23 are presented in a separate list (see document "From intercultural Competence..."-questions.

22. Business letters.

1. Analyze types of business letters, their layout and content.

2. Types of resume.

23. Standard Personnel Reports.

Accomplishments and Weaknesses.