

Topics on business (3 term).

Marketing.

1. What is a marketing mix?
2. What are the keys to successful marketing?
3. Imagine you want to promote your product .What strategies would you like to use?
4. Is an awareness of the company's strengths and weaknesses contribute to successful marketing?
5. Speak about a marketing campaign that impressed you.

Stress.

1. What situations are the most stressful for your?
2. Do you like working under pressure? Why or why not?
3. What are the major causes of stress at work?
4. How do men and women deal with stress?
5. What is rat race?
6. How can a company improve the staff's health and fitness?
7. Do you prefer a slow or a fast pace of life? Why?
8. What can people do to have a good work-life balance?

Entertaining

1. Why do companies spend money on corporate entertaining?
2. Is corporate entertaining important for small business?
3. How do companies entertain their VIP customers?
4. What is the "Five Senses Experience" programme?
5. How important is corporate entertaining in our country?
6. What is the aim of a conference for senior managers?

Great Ideas

1. What should companies do to encourage new ideas?
2. How are new ideas generated?
3. Do you agree that there are no new ideas?
4. Give an example of a new idea.
5. Do you agree that there is nothing wrong with copying and improving the ideas of the others?
6. Do you think that most of the best ideas are discovered by accident?
7. What makes a business idea a really great idea.