

Questions for Credit. 2 year 3 term. Business English.

Part I.

(Market Leader New Intermediate, Unit 1, 2, 3).

Unit 1. Brands.

- 1) What is branding? Why is branding important? What aspects of the activity of the company does branding refer to? (*The 7 stages of branding, Why so many companies get branding wrong*)
- 2) What are the advantages of branding in business-to-customer and business-to-business marketing? *Listening: Why brands matter, ML New Intermediate, p.7, Branding: A crucial defence in market share*
- 3) What is a secret of a really successful brand? What factors lie behind the idea of emotional involvement? *The challenge of turning a brand into an object of love*
- 4) Give recommendations how to create a successful brand. *The challenge of turning a brand into an object of love, The 7 stages of branding*
- 5) Give examples that illustrate effective and ineffective branding. Can branding be compared with mathematics or engineering? Why? *Why so many companies get branding wrong*
- 6) What are the advantages and disadvantages of producing branded goods in low-cost countries? What is the role of country of origin of a brand according to research from Futurebrand? *Made in Europe, How Nations and Brands Overcome Country of Origin*
- 7) Why is it important for nations to create successful global brands? What can nations do to create the positive image of country of origin? *How Nations and Brands Overcome Country of Origin*
- 8) What cost-cutting strategies used by companies do you know? How can they influence brand image? What is recommended? *Made in Europe*
- 9) Explain the following terms: brand image, brand name, brand loyalty, brand recognition, brand awareness, brand stretch(ing), own brand. Give examples. *Business Vocabulary in Practice, Topic 3.4 p 32*

References: (*Reading: Made in Europe, ML New Intermediate, p.8, Additional Texts: The challenge of turning a brand into an object of love, Branding: a crucial defence in guarding market share, The 7 stages of branding, Why so many companies get branding wrong, How Nations and Brands Overcome Country of Origin. Listening: Why brands matter, ML New Intermediate, p.7; Business Vocabulary in Practice, Topic 3.4 p 32*)

Unit 2. Travel.

- 1) What are the three main priorities of a business traveller? *Listening: A business traveller's priorities, ML New Intermediate, p.16*
- 2) What are the reasons for the increase of business travel? *Corporate road warriors*
- 3) What are the costs of the increased business travel? Can sophisticated technology help decrease the number of business trips? *Corporate road warriors*
- 4) Have needs and priorities of modern business travellers changed recently? How? *Business Travellers*
- 5) Why are the requirements of modern business travellers in the sphere of health and wellness? What is bleisure? *Needs and habits of the modern business traveller*

- 6) What hotel amenities are important for business travellers? *Needs and habits of the modern business traveller*
- 7) Why is the number of air rage incidents increasing nowadays? *Road ragers in the sky*
- 8) How do airlines respond to in-flight misbehavior? *Road ragers in the sky*

References: (Reading: *Road ragers in the sky, ML New Intermediate, p.17, Additional Texts: Corporate road warriors, Needs and habits of the modern business traveller, Business Travellers. Listening: A business traveller's priorities, ML New Intermediate, p.16*)

Unit 3. Organisation.

- 1) What legal forms of business organisation do you know? *Forms of business*
- 2) What is sole proprietorship? What are the advantages and the disadvantages of sole proprietorship? Give examples. *Forms of business*
- 3) What is partnership? What are the advantages and the disadvantages of partnership? Give examples. *Forms of business*
- 4) What types of partners do you know? What is the difference between general and limited partners, secret and sleeping partners? *Forms of business*
- 5) What is a corporation? What types of corporations do you know? Do all corporations issue stock? *Forms of business*
- 6) What are the advantages and the disadvantages of corporation? *Forms of business*
- 7) What types of management structure do you know? What are their advantages and disadvantages? *Organizational structure types in companies*
- 8) What is the success formula of SOL (Finland)? How are the people who work for SOL motivated? *Dirty business, bright ideas, ML New Intermediate, p.24*
- 9) Is responsibility centralized or decentralized in SOL? What authority do supervisors have? How is performance measured in SOL? *Dirty business, bright ideas, ML New Intermediate, p.24*
- 10) What changes in the organisation of Oticon (Denmark) were introduced in 1990? What were the results? *This organisation is dis-organisation*
- 11) Who can become a project leader in Oticon? What is the difference between project owners and project leaders? *This organisation is dis-organisation*
- 12) What are the key rules of making an organization successful? *Successful organization*
- 13) Are any types of business organisation more successful than others? What are the key characteristics of successful companies? *Listening: Advising companies, ML New Intermediate, p.26*
- 14) What do abbreviations CEO, PLC/plc, Ltd., LLC, Corp., Inc. stand for? *Company types and corporate governance, ex 5.5*

References: (Reading: *Dirty business, bright ideas, ML New Intermediate, p.24, Additional Texts: Forms of business, Successful organisation, This organisation is dis-organisation, Company types and corporate governance, Organizational structure types in companies. Listening: Advising companies, ML New Intermediate, p.26*)

Part II.

(Market Leader New Intermediate, Unit 4, 5, 6).

Unit 4. Change.

- 1) Why do US department stores face the choice: adapt or die? Who are their main competitors?
- 2) What do customers expect to find in modern department stores?
- 3) What changes were introduced in Selfridges (UK)? What can we say about the results of these changes?
- 4) How are some American department stores being upgraded (Macy's, Bloomingdale's)?
- 5) What does Macy's and Bloomingdale's (US) reinventing strategy include?
- 6) Why is change a key element of any business? How do people react to change in the companies they work for?
- 7) Why is it essential to make the staff believe that change is necessary? How to do it?
- 8) What qualities should a leader have in order to cope with the change?
- 9) Why does gradual change not work in some organisations? Give examples.
- 10) What might be the consequences if the change is badly implemented? Give examples, use statistical information.
- 11) What are employees' chief concerns in connection with change?
- 12) What do the results of a survey carried out by MyVoice Research show?
- 13) What 8 steps should a company follow according to John Kotter to implement a successful change?

References: (Reading: *US department stores launch counter-attack*, *ML New Intermediate*, p.31, Reading: *Managing change*, *ML Intermediate*, p.87 Additional Texts: *Kotter's 8 Step Change Model: Implementing Change Powerfully and Successfully. Shake-ups that leave us shaken but not stirred.*)

Unit 5. Money.

- 1) Where is it possible to raise money for a new business? What types of investors do you know? What types of investors are suitable for start-ups and for established businesses?
- 2) Who are business angels and why do they invest in start-up businesses?
- 3) What is the difference between business angels and venture capitalists?
- 4) How do venture capitalists select the best companies to invest in? What three areas do they look at in this situation?
- 5) What type of market is good to invest in and why?
- 6) What helps some businesses to win against other companies?
- 7) How do venture capitalists assess the management team?
- 8) Speak on the rules of saying bigger numbers, decimals and currencies.

References: (Listening: *Raising business capital*, *ML New Intermediate*, p.41 Reading: *Skills. Dealing with figures*, *ML New Intermediate*, p.39)

Unit 6. Advertising.

- 1) What is advertising? What is the role of advertising?
- 2) What are the key elements of a really good advertising campaign?
- 3) What are the main stages of an advertising campaign?
- 4) What makes a good advertisement?

- 5) What means of advertising do you know?
- 6) What advertising techniques do you know?
- 7) What are the achievements of Phil Knight in advertising? What is his strategy that led to the success of Nike?
- 8) What is the role of advertising in Nike's success?
- 9) What are the key elements of Nike's success in advertising?

References: (Reading: *What makes Nike's advertising tick?* *ML New Intermediate*, p.48
Additional Texts: *Advertising Techniques – 13 Most Common Techniques Used by Advertisers. Advertising Media. Listening: Planning advertising campaigns, ML New Intermediate*, p.47)