

**Market Leader New Upper-intermediate. Questions for Credit. 3rd year 5th term.
2017-2018.**

Unit 1. Communication.

Communication and communicators. (*ML New Upper-intermediate, ex A, B p 6, ex A, B, C p 7.*)

- 1) What is communication? Give the definition.
- 2) What forms of communication do you know?
- 3) What makes a good communicator?
- 4) Why are communicative skills essential for a manager?

Communication tools. (*Text “How do businesses communicate?”*)

- 1) What forms of communicating with customers do you know?

External communication (communication between companies and their customers). (*Listening “Improving Communications.” ML New Upper-intermediate ex A, B p7.*)

- 1) What improvements in communication have taken place in recent years? Give examples.
- 2) How is communication going to change in the future?

Internal communication (communication within a company). (*Text “Hard Sell around the Photocopier”. ML Upper-intermediate p 8.*)

- 1) What problems with communication may large organizations have? Why are they less flexible?
- 2) How to improve communication in large organizations?
- 3) Describe the problem that the TV production unit faced.
- 4) Why is informal communication important? What examples of informal communication were given in the text? Can you give any other examples?

Internal and external communication. Communication problems and breakdowns. (*Text “Communication – it’s much easier said than done”. ML New Upper-intermediate p 8. Text “Hard Sell around the Photocopier”. ML Upper-intermediate p 8.*)

- 1) What communication problems may interfere with the work of a company? Identify at least five groups of problems, analyze consequences and suggest solutions.
- 2) What are the consequences of communication breakdowns? Give examples.
- 3) How is it possible to encourage communication within a company?

References: *ML New Upper-intermediate, ex A, B p 6, ex A, B, C p 7.*

Text “How do businesses communicate?”

Listening “Improving Communications.” ML New Upper-intermediate ex A, B p7.

Text “Hard Sell around the Photocopier”. ML Upper-intermediate p 8.

Text “Communication – it’s much easier said than done”. ML New Upper-intermediate p 8.

Text “Hard Sell around the Photocopier”. ML Upper-intermediate p 8.

Unit 2. International Marketing.

Marketing and Marketing mix. Marketing Strategies.

(*Text “Marketing. The Marketing Mix and 4 Ps”. Texts “Markets and Marketing”, “Product”, “Distribution”, “Promotion”, “Price”. Business Vocabulary Builder, Unit 20-24, p 44-53. Video “Sony” ML New Upper-intermediate Video Resource Book p 2-5.*)

- 1) What is marketing?
- 2) What characteristics do marketers consider when they divide customers into market segments? What market segments may a company target? Give examples.
- 3) Give the definition of marketing mix. Describe basic components of marketing mix (4 Ps).

- 4) Consider different classifications of marketing mix. Explain the difference.
- 5) Analyze the basic components of Product (features and benefits, branding, packaging, labelling).
- 6) Speak about Place (distribution channels).
- 7) Speak about Promotion (aims of promotion, promotional activities).
- 8) Speak about Price (internal and external factors that affect price, pricing strategies).
- 9) Give the definition of a marketing strategy. Give examples of two marketing strategies (used by Sony, Starbucks, etc).

International Marketing.

(Listening “Adapting to Markets.” ML New Upper-intermediate ex A, B p 17.

Text “International Marketing: Business Brief.” Text “Finding the Right International Mix”. ML Upper-intermediate p 16. Text “Coffee Culture Comes to Coffee Growers”. ML New Upper-intermediate p 16.)

- 1) What are the advantages for a company of expanding beyond its domestic market?
- 2) How can a company prepare itself to market its goods or services internationally?
- 3) What typical problems do companies face when they go international?
- 4) What methods can companies use to enter overseas markets?
- 5) What product development strategies are used by companies for different national markets? Give examples.
- 6) How do Japanese, American and German companies differ in their approaches to product development?
- 7) What launch strategies do companies use? Give examples.
- 8) Speak about the history of Starbucks and their expansion in the international market.
- 9) How did Starbucks manage international marketing mix?
- 10) Were the results of market research in Chile and Peru favourable for Starbucks? How did Starbucks manage marketing mix in Chile and Peru? Were they successful and why?

References: *Text “Marketing. The Marketing Mix and 4 Ps”.*

Texts “Markets and Marketing”, “Product”, “Distribution”, “Promotion”, “Price”. Business Vocabulary Builder, Unit 20-24, p 44-53.

Text “Finding the Right International Mix”. ML Upper-intermediate p 16.

Text “Coffee Culture Comes to Coffee Growers”. ML New Upper-intermediate p 16.

Video “Sony” ML New Upper-intermediate Video Resource Book p 2-5.)

Unit 3. Building Relationships.

Building Relationships with Partners.

(Listening ex B p 22, Listening “Relationships in a Global Market.” ML New Upper-intermediate ex A, B p 24, Text “AIG knows everyone in Asia”, ML New Upper-intermediate p 25 Text “How East is meeting West”.)

- 1) What is the key factor in building good business relationships? What rules should you observe?
- 2) What do you have to consider when building relationships with customers overseas? Give examples.
- 3) Explain the notion of guanxi, its importance and the changes that have taken place recently.
- 4) What are the modern ways of developing guanxi in China?
- 5) How do Western companies try to develop networking in China and what difficulties do they face?
- 6) What position does AIG occupy in the business world? (Describe the history of the company, present situation and the future objectives.)
- 7) What is the AIG top managers’ attitude to building and maintaining relationships with their partners?
- 8) What are the key factors of AIG’s success in Asia?

Building Relationships with Customers.

(Text “Relationship Marketing”. ML Upper-intermediate p 25.)

- 1) Why is retaining customers so important for companies? Prove it by using statistical information.

- 2) What advantages for a company do established customers provide?
- 3) What can companies do to promote good business relationships with customers? Give examples (Office Angels).
- 4) What kinds of customers according to the degree of their loyalty are identified in the article?
- 5) How is it possible to increase customer loyalty?

References: *Listening ex B p 22,*

Listening "Relationships in a Global Market." ML New Upper-intermediate ex A, B p 24,

Text "AIG knows everyone in Asia", ML New Upper-intermediate p 25

Text "How East is meeting West".

Text "Relationship Marketing". ML Upper-intermediate p 25.

Video "Office Angels" ML New Upper-intermediate Video Resource Book p 6-10.)

Topic 4. Success in business.

1. Successful personalities and companies.

(ML New Upper-intermediate ex A, C p 30.

Listening "A Successful business", ML New Upper-intermediate ex A, B p 31.

Text "The Guardian profile: Steve Jobs". ML New Upper-intermediate p 32.

Text "AIG knows everyone in Asia", ML New Upper-intermediate p 25)

Text "Top 10 Ways to be a Successful Entrepreneur"

Video "8 Traits of Successful People"

- 1) What makes people successful? What are the best indicators of an individual's level of success?
- 2) What success factors make successful individuals, products and companies?
- 3) What recommendations on achieving success can be given?
- 4) Give an example of a successful personality in business or a company and analyze the main factors of their success.

Topic 5. Job Satisfaction.

1. Job satisfaction: the main components.

("Pay and Benefits" Unit 34 Business Vocabulary Builder p.72

Herzberg's Theory of Job Satisfaction ML New Upper-intermediate Practice File p 20.

Job satisfaction. Business Brief.

Listening "Job satisfaction survey" ML New Upper-intermediate ex A-D p 39-40.

Text "Perks That Work". ML New Upper-intermediate p 41.

Video "Office Angels" ML New Upper-intermediate Video Resource Book p 6-10.)

- 1) Why is job satisfaction important for employers nowadays? Give examples related to different business sectors.
- 2) What are the main components of job satisfaction?
- 3) What is the role of pay in job satisfaction? What are the advantages and disadvantages of performance-related pay?
- 4) What are the most typical benefits that are included into remuneration package?
- 5) What factors increase job satisfaction according to Herzberg?
- 6) What methods enable to evaluate job satisfaction of employees?
- 7) What changes in job priorities have taken place recently (according to Procter and Gamble)?
- 8) How do companies try to increase job satisfaction of their staff? Give examples.
- 9) In what cases are new perks and benefits effective?
- 10) What solutions to the problem of staff turnover can be suggested?

Topic 6. Risk Management.

1. **Risk management: main types of risk, key steps to effective risk management.**
2. **Risk Management: importance, complex nature of business risk in the 21st century.**
3. **Risk Management: preparedness to deal with risks.**

(*“Insurance and risk management” Unit 11 Business Vocabulary Builder p.26*

Listening “Effective risk management” ML New Upper-intermediate ex A-D p 47.

Text “The dangers of not looking ahead” ML New Upper-intermediate p 49.)

- 1) What are the main types of risk that companies face nowadays? Give examples.
- 2) Explain the complex nature of business risk in the 21st century?
- 3) Why is risk management important? What consequences may companies face in case they can't cope with risk promptly?
- 4) What is the attitude of senior executives of the world's companies to risk management? Are they prepared to face risks? Use statistic data to prove your point of view.
- 5) What are the key steps to effective risk management?