

Market Leader New Upper-intermediate. Questions for Revision. 3rd year 5th term.

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 other 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 communication is 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 occupies 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 kinds of customers according to the degree of their loyalty are identified in the article?
- 4) 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.