

## Questions for Preliminary 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)*