

**Экзаменационные темы по аспекту «Деловой английский» для 3 курса МЭ
(5 семестр) 2017-2018.**

1. Business communication and the problems connected with it.

(ML Upper-intermediate, ex A, B p 6, ex A, B, C p 7.

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

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.)

Text “How Do Businesses Communicate?”

- 1) Give the definition of communication.
- 2) What makes a good communicator? Why are communicative skills essential for a manager?
- 3) How can a company communicate with its customers, partners and investors?
- 4) What improvements in communication have taken place in recent years?
- 5) What are the consequences of communication breakdowns?
- 6) What communication problems may interfere with the work of a company? Identify at least five groups of problems, analyze consequences and suggest solutions.
- 7) How is it possible to encourage communication within a company?
- 8) How is communication going to change in the future?

2. International marketing. Marketing mix.

(International Marketing: Business Brief.

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

Text “Marketing”.

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.)

- 1) Give the definition of marketing.
- 2) What are the advantages for a company of expanding beyond its domestic market?
- 3) What typical problems do companies face when they go international?
- 4) How can a company prepare itself to market its goods or services internationally?
- 5) What methods can companies use to enter overseas markets?
- 6) What characteristics do marketers consider when they divide customers into market segments? What market segments may a company target? Give examples.
- 7) Give the definition of marketing mix. Speak about different marketing mix models.
- 8) What product development strategies are used by companies for different national markets? Give examples.
- 9) How do Japanese and American companies differ in their approaches to product development?
- 10) What launch strategies do companies use? Give examples.

11) Give the definition of a marketing strategy. Give examples of two marketing strategies (used by Starbucks, Sony, etc).

12) Analyze how the marketing mix was managed by Starbucks in South America. What factors were accountable for its success?

3. Building relationships with partners and customers.

(Listening ML New Upper-intermediate 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 "Relationship Marketing". ML Upper-intermediate p 25.

Text "How East is meeting West".

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

1) What are the key factors in building good business relationships?

2) What do you have to consider when building relationships with your overseas partners? What difficulties may you face? Consider China as an example.

3) How can building good relationships contribute to the success of the company? Give examples (AIG).

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

5) What advantages do good relationships with customers provide?

6) What can companies do to promote good business relationships with customers? Give examples (Office Angels).

7) What kinds of customers according to the degree of their loyalty do you know?

8) How is it possible to increase customer loyalty?

4. 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 factors influence job satisfaction according to Herzberg?

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 components that are included into remuneration package?

5) What methods enable to evaluate job satisfaction of employees?

6) What changes in job priorities have taken place recently (according to Procter and Gamble)?

7) How do companies try to increase job satisfaction of their staff? Give examples.

8) Are new perks and benefits always effective?

9) What solutions to the problem of staff turnover can be suggested?