

## **Examination Topics 2018. Market Leader New Intermediate.**

### **1. The importance of branding for companies and nations.**

- 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) 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*)

### **2. Secrets of successful branding.**

- 1) 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*)
- 2) Give recommendations how to create a successful brand. (*The challenge of turning a brand into an object of love, The 7 stages of branding*)
- 3) Give examples that illustrate effective and ineffective branding. Can branding be compared with mathematics or engineering? Why? (*Why so many companies get branding wrong*)

### **3. The necessity for business travel and the difficulties connected with it.**

- 1) What are the reasons for the increase of business travel? (*Corporate road warriors*)
- 2) What are the costs of the increased business travel? Can sophisticated technology help decrease the number of business trips? (*Corporate road warriors, Listening: A business traveller's priorities, ML New Intermediate, p.16*)
- 3) Why is the number of air rage incidents increasing nowadays? How do airlines respond to in-flight misbehavior? (*Road ragers in the sky*)

### **4. The priorities of modern business travellers.**

- 1) Have needs and priorities of modern business travellers changed recently? How? (*Business Travellers*)
- 2) 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 traveler*)
- 3) What hotel amenities are important for business travellers? (*Needs and habits of the modern business traveler*)

### **5. Legal forms of business organization, their advantages and disadvantages.**

- 1) What is sole proprietorship? What are the advantages and the disadvantages of sole proprietorship? Give examples. (*Forms of business organization*)
- 2) What is partnership? What are the advantages and the disadvantages of partnership? What types of partners do you know? Give examples. (*Forms of business organization*)
- 3) What is a corporation? What types of corporations do you know? Do all corporations issue stock? What are the advantages and the disadvantages of corporation? (*Forms of business organization*)

## **6. Successful companies: changes for the better and principles of work.**

- 1) What are the key rules of making an organization successful? (*Successful organization*)
- 2) 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*)
- 3) Give examples of the successful changes in the companies (SOL or Oticon) and explain the new principles of their work. (*Dirty business, bright ideas, ML New Intermediate, p.24 This organisation is dis-organisation*)