

## **Examination Topics and Questions. Business English. 2 year 4 term.**

### **1. The importance of cultural awareness for businesspeople and the ways of acquiring it.**

1) What is cultural awareness? Why is cultural awareness important for businesspeople? Give examples of cross-cultural differences.

2) Why is it necessary for international companies (e.g. Standard Bank) to consider cross-cultural issues?

3) What may companies (e.g. Standard Bank) offer to their employees to help them cope with cultural differences?

4) How can companies prepare people to do business internationally?

5) In what situations do people need to attend the courses provided by the International Briefing Centre?

6) Is the programme of the courses the same or different for both of these cases?

7) Why do they consider the topic of presentation skills?

8) Why do they recommend to study the basics of the host language?

9) How many people live away from their home countries?

10) What difficulties may people who want to relocate face? What might be their reactions and behavior at first?

11) What stages of attitude to living abroad do people pass after relocation?

12) What pieces of advice may be given to people who are going to relocate abroad?

*(Listening: Cultural awareness, ML New Intermediate, p.55, script p. 161-162, Texts "Moving experiences, "Standard Bank")*

### **2. Differences in business cultures and the ways of overcoming them.**

1) Is it enough to learn a foreign language to avoid social mistakes in the country where it is spoken?

2) What is the difference between low-context and high-context cultures? Give examples that illustrate the differences.

3) How do people greet each other in different countries?

4) Why is shaking hands fraught with complications?

5) What are the rules of handling business cards?

6) Why is it necessary to be careful about humour on formal occasions?

7) How to avoid confusion when you negotiate with the help of an interpreter?

8) Give examples that illustrate differences in business cultures (conversation, gift-giving, entertainment, etc).

*(Reading: Cultural advice, ML New Intermediate, p.57, 142, 147 Text "It's not what you say")*

### **3. Recruitment process. Headhunting.**

1) What is the main goal of recruiting?

2) How are candidates for a particular job selected? Describe the recruitment process.

3) What documents do applicants for a job have to prepare? Can employers always believe the applicants' resumes? Why?

4) What are the goals of headhunting? How is this process realized?

*(Listening: Headhunting ML New Intermediate, p.71, script p. 162-163, Listening: The recruitment process, ML New Intermediate, ex B, C p.69, script p. 162-163, Text “The ethics of resume writing”)*

#### **4. The importance of choosing and retaining the best candidate for a job.**

- 1) What are the costs of choosing the wrong candidate?
- 2) Can people be groomed for a job? Is it possible to improve the necessary skills and change personal qualities?
- 3) Why is it essential for companies to attract and retain high performers? What are the problems of losing high performers?
- 4) What factors can motivate high performers?

*(Reading: Motivating high-calibre staff, ML New Intermediate, p.70, Text “How to select the best candidates”)*

#### **5. International trade.**

- 1) What is free trade? What are its benefits?
- 2) What barriers to free trade do you know?
- 3) Why do many countries protect their markets?
- 4) What is fair trade? What countries benefit from it?
- 5) How and when did fair trade begin?
- 6) What is the WTO's attitude to fair trade?
- 7) What are future prospects of fair trade?
- 8) Give the definition of:
  - Infant/developing industry
  - Strategic industry
  - Deregulation
  - Protectionism
  - Dumping
  - Tariffs
  - Quotas
  - Subsidies

*(Reading: UK develops taste for fair trade, ML New Intermediate, p.79, Listening: Fair trade, ML New Intermediate, p.77, script p. 164)*

#### **6. Ethical issues that companies face. Ethical policy.**

- 1) Give the definition of:
  - Business ethics
  - A code of good practice
- 2) What ethical issues do these industries face:
  - The food industry
  - Mobile phone operators
  - Record companies
  - The financial sector

- Oil and mining groups
  - Footwear and clothing brands
  - Travelling and hospitality industry
- 3) Why do companies start to pay attention on ethical issues?
  - 4) What trend in ethical behavior of the companies is developing in Europe? Is the situation in the USA similar?
  - 5) How can a bank develop its ethical policy?
  - 6) Is it the job of business to provide a lead in ethical standards?
  - 7) Can successful businesses always behave ethically?

*(Reading: No hiding place for irresponsible business, ML New Intermediate, p.94, Listening: The Co-operative bank, ML New Intermediate, p.95, script p. 166)*