

Variant 1.

1. The essence of information, which is used in management.
2. Define the main requirements to information.

Variant 2.

1. The essence of understanding the communication process and the model of the communication process.
2. Name the components of formal facilities.

Variant 3.

1. Define the pros and the cons of written communications.
2. Reveal the essence of informal communications.

Variant 4.

1. Types of communication chains of informal communications
2. Name the components of the effective perception of the message by the addressee.

Variant 5.

1. Methods for improving interpersonal communication.
2. The main stages of the communication planning process.

Variant 6.

1. Factors influencing the communication process.
2. Budgeting methods.

Variant 7.

1. To disclose the process of creating an appeal during the communication planning.
2. The method of calculating the budget as a percentage of sales.

Variant 8.

1. To disclose the technical means of management.
2. The procedure for creating an automated workplace.

Variant 9.

1. The nature of the documents and their classification
2. Requirements for official documents

Variant 10.

1. Name the stages of advertising planning.
2. Describe the tasks and methods of sales promotion

Variant 11.

1. To name the internal and external business environment of business communications.
2. Describe the key indicators of business communications

Variant 12.

1. Describe the nature of the reputation, its components and factors.
2. To reveal the nature of risks and their types.

Variant 13.

1. Formulate the essence of the concept of consumer loyalty and its classification.
2. To reveal the essence of conflicts, their types and methods of solution.

Variant 14 .

1. Formulate basic requirements for recruitment and assessment of personnel.
2. To reveal the essence and the order of formation of the "Tree of goals".

Variant 15 .

1. Outline the main activities of the manager.
2. To disclose manager's ethics.

Variant 16 .

- 1 . Expand cooperation with public administration bodies through social networks.
2. Expand the structure of the e-government implementation program.

Variant 17 .

1. Discover the essence of the concept of "blog" and its functions.
2. Explain the differences between Web 1.0 and Web 2.0.