

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

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МОДУЛЬНА КОНТРОЛЬНА РОБОТА № 1

З дисципліни «Ділова іноземна мова»

Variant 1

1. Express your ideas on the issues:

- a) What is special about bottled-water business?
- b) Characterize modern marketing researches.
- c) What is celebrity endorsement? What is its effect? Its advantages and disadvantages.
- d) Why do some companies make luxury products abroad rather than at home? Which do you know? Which companies make all their products in their own country?
- e) Describe some of your favorite products. Which of them could you not do without?

2. Give definitions to the following descriptions:

- a) to introduce to the market
- b) information about what customers want and need
- c) the tendency to always buy a particular brand
- d) many different types of consumer who buy the same product
- e) a group of interested people
- f) to check at a regular intervals
- g) description of a typical customer
- h) the ideas and beliefs people have about a brand

3. Fill in the gaps with appropriate words:

- a) As more and more industries are making products specifically adapted to particular _____ of the market.
- b) Market researches are being asked to conduct studies and to compile more detailed _____ of consumer groups.
- c) L'Oreal sells cosmetics and toiletries to _____ around the world.
- d) We offer a full _____ of cosmetic products.
- e) We usually develop and _____ products under our existing brand name.
- f) We are always _____ the quality of our products.

- g) The quality control department found several faults during one of their _____.
- h) We are developing a new _____ plan to regain some of our market ____.

4. Describe main stages in a research marketing project.

Variant 2

1. Express your ideas on the issue:

- a) What is important in decision-making?
- b) Points that contribute to successful marketing
- c) What makes a good advertisement? Write a list of words.
- d) Name international and national brands. What images and qualities does each have?
- e) What are the most important innovations for you in your daily life? Describe it.

2. Give definitions to the following descriptions:

- a) a description or characteristics of someone or something;
- b) to increase sales by advertising, etc.;
- c) the percentage of sales a company has;
- d) set of products made by a company;
- e) a programme of advertising activities over a period, with particular aims;
- f) to find out (to discover);
- g) an important new plan with a particular aim;
- h) using an existing name on another type of product.

3. Fill in the gaps with appropriate words:

- a) Questionnaires are carefully designed to _____ the exact needs of consumers.
- b) Advertising campaign can then be targeted to appeal to the identified _____.
- c) This year L'Oreal _____ over \$180 m. in R&D.
- d) A chief executive officer is responsible for _____.
- e) We are affected by our competitor's latest _____ strategy.
- f) We use a number of _____ to measure quality.
- g) During the _____ a number of serious production flaws were found.
- h) If there is a faulty product, we usually offer customers _____.

4. Describe main stages in the launch of a new product.

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