

Приложение 1
к рабочей программе
дисциплины

Министерство науки и высшего образования Российской Федерации
Федеральное государственное бюджетное образовательное
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Филологический факультет
Кафедра социально-гуманитарных дисциплин

ФОНД ОЦЕНОЧНЫХ МАТЕРИАЛОВ ПО ДИСЦИПЛИНЕ

Деловой английский язык

Направление подготовки: 45.03.02 Лингвистика

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Форма обучения очная

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Цель фонда оценочных средств - контроль и оценка образовательных достижений обучающихся, освоивших программу учебной дисциплины «Деловой английский язык».

Цель текущей аттестации – обеспечение своевременной обратной связи, для коррекции обучения, активизации самостоятельной работы обучающихся.

Цель промежуточной аттестации – оценивание промежуточных и окончательных результатов обучения по дисциплине, обеспечивающих достижение планируемых результатов освоения образовательной программы.

Формы промежуточной аттестации: 5 семестр, зачет.

1. Варианты тестов и контрольных работ:

1.1. Тесты:

1.1.1. Задания для организации «входного» контроля знаний учащихся

Задание:

Write down your ideas on the following points:

- 1 Think of examples of good leaders in different walks of life, e.g. politics, sport, business, the arts.
- 2 Can you learn good leadership skills, or are they something you are born with?
- 3 What is the difference between a leader or a manager?
- 4 In your view, what different qualities are needed to successfully lead (a small lead, a large organization)?

Please evaluate the following (1 = excellent, 5 = poor)

Your ...

Ability to achieve results

Commitment to the project

Honesty and openness

Ability to make decisions

Willingness to consult team about decisions

Flexibility in dealing with change Communication with team Understanding of team's needs and concerns

Allowing team to do their work unsupervised

Self-awareness

1.2. Тест для промежуточного контроля

Вариант 1

1 You will hear five people talking about telephoning. For each recording, match each speaker to the piece of advice (a–h) that he/she gives. You will hear the recording twice.

- 1 Speaker 1
- 2 Speaker 2
- 3 Speaker 3
- 4 Speaker 4
- 5 Speaker 5

a) Explain the purpose of your call b) Don't interrupt the other person c) Be careful when transferring calls d) Control any feelings of frustration e) Prepare your call before dialling f) Be friendly and professional g) Clarify anything you don't understand h) Take notes during the call

2 Read the article and complete the gaps (11–15) with the sentences (a–e).

a) On the one hand, some manufacturers can be too old-fashioned and too concerned with the importance of product engineering and the functionality of manufactured objects. b) Still, the battle between form and function is one that never quite goes away. c) And what of the Dyson vacuum cleaners? d) He may be right, but the Design Museum is just doing what every other museum in the world is doing these days. e) This could be through the visual appeal of the product or its packaging. Does style really sell?

By Richard Tomkins

How can the appearance of a product be more important than what it does? I mean, what use is a designer kettle if its handle becomes too hot to hold or if the spout pours water everywhere but in the cup?

_____ 1 It rose again last week when James Dyson, British inventor of the Dyson bagless vacuum cleaner that has sold in millions around the world, resigned as chairman of London's Design Museum. It is widely believed that Mr Dyson felt that the museum put too much emphasis on style and fashion at the expense of serious industrial design.

In his resignation letter, Mr Dyson accused the museum of not keeping true to itself. _____ 2 Museums everywhere can no longer afford to be exclusive centres of scholarship and learning. Among rivalry for sponsorship, they must use exhibitions of populist culture, nice cafés and shops or, best of all, a new building by Frank Gehry to increase visitor numbers.

_____ 3 On the other there are those who believe that how a product looks is more important. Design is indeed a broad term, involving both function and form. Typically, in any given product area, it migrates from the former to the latter. Look at clothing: originally its function was to provide warmth, but having long since achieved that objective, its form is now dictated almost entirely by fashion. But surely you would have to be a very shallow person to think something's appearance was more important than what it did?

Today, in the post-industrial age, nearly all manufactured goods at any given price-point do much the same job. So almost the only way in which manufacturers can differentiate their products from those of their competitors is to establish some sort of emotional connection with the consumer. _____ 4 Or it might happen through the imagery created by advertising or branding or some other such triumph of style over substance.

_____ 5 Mr Dyson may believe that people buy these machines because of the graphs on the company website illustrating their superior suction, but I doubt very much whether they do. Most vacuum cleaners do a good job; the main reason people pay extra for a Dyson is because it is a designer vacuum cleaner with a trendy brand. With its internal workings exposed, it is a bit like a Richard Rogers building with all its pipes and ducts displayed in bright colours on the outside instead of being hidden inside. Functional it may be, but it is a bit of a gimmick, too.

Skills

3 Complete the short dialogues below with a response (a–j).

1 A: Thank you for listening. Does anyone have any questions?

B: _____

2 A: It's nice to see you again, Sue! _____

A Can we come back to that later? Dave, over to you now. _____

A Are you saying that we'll have to postpone the meeting? _____

A I propose that we develop a prototype. _____

A In your opinion, when shall we publish the annual report, in December?

_____ A Let's look at the issue from a different angle. Is there a way we could save money,

_____ A So, have we covered everything? _____

A Right, let's get started, shall we? _____
A Would you find out what has happened to my plane tickets? They haven't arrived
A _____ too. How are you?

A for example? B: _____

B:

- a) You
- b) Yes, can you tell us the reasons for the low sales figures?
- c) Thanks, I'd like to focus on the problems we're having with outsourcing. d) I agree with you.
- e) I think a month earlier would be better.
- f) Hold on a moment, Michelle isn't here yet.
- g) No, just that we should start a bit later.
- h) Sure, I'll look into things straightaway.
- i) Yes, I think so. Joe, do you agree?
- j) Do you mean by reducing salaries?

Вариант 2

1 Listen to the radio report and choose the correct option.

- 1) Over the last year, Matthews has seen
 - a) overall profits fall by over fifty percent.
 - b) its turnover more than double.
 - c) clothing sales decrease by about a third.
- 2) Which statement is true of the smaller clothing retailers?
 - a) Six have sold their businesses to bigger retailers.
 - b) Three went bankrupt over the summer.
 - c) Two hope to merge their operations soon.
- 3) According to Jane, Beanelys
 - a) is the most popular retailer in the area.
 - b) is changing the way the company is organised.

- c) plans to expand the chain.
- 4) Which statement does Jane make about the clothing industry?
 - a) There have been relatively few changes in customer demand.
 - b) Small businesses can't afford the rates on their premises.
 - c) There is a large number of competitors.
- 5) What reason is given for problems in the clothing industry?
 - a) Companies are failing to diversify.
 - b) There has been an increase in customers shopping online.
 - c) Large companies can demand better deals from suppliers.

From the Financial Times

2 Complete the phrases with the correct alternatives.

- 6. Dyson left the Design Museum because he
 - a) found it took up too much of his free time.
 - b) no longer agreed with its ideas.
 - c) wanted to concentrate on his own design work.
- 7. What does the article say about museums?
 - a) They no longer have to compete with each other for grants.
 - a) b) They still need to attract more visitors.
 - c) They should try to offer more specialised events.
- 8. What statement does the author make?
 - a) The majority of consumers prefer to buy branded goods.
 - b) Most similarly priced products are of a comparable standard.
 - a) c) There are more inventions today than ever before.
- 9. The writer believes that people buy the Dyson vacuum cleaner because
 - a) it has an excellent after-sales service.
 - b) it has a fashionable range.
 - c) it has a life-time guarantee.
- 10. Which of these opinions does the author have?
 - a) Function and design both influence buyers.
 - b) Few companies dominate the fashion industry.

- b) Design is more important than function.

3 Vocabulary

Complete the sentences with the correct alternatives.

- 1) All the staff were asked to _____ to Spain.
a) outsource b) invest c) relocate d) reorganise
- 2) There's a problem with the machinery so the quality of the goods hasn't reached its usual _____.
a) fault b) flaw c) standard d) design
- 3) B-Voy Bank is looking for three new bank officers to work in its new high street _____.
a) branch b) factory c) plant d) store
It's important that we get a _____ for our product soon so that no one can copy our ideas.
a) breakthrough b) discovery c) brainwave
- 4) This organisation is too _____ There are four forms for everything!
a) bureaucratic b) hierarchical c) flexible d) progressive
- 5) Bed-Lux has recently _____ its main rival Duvet-Delights.
a) merged b) taken over c) reorganised d) outsourced
- 6) I am writing to invite you to _____ your research findings at the ECR conference.
a) network b) socialise c) present d) talk
I want my new sofa to look good but it's more important that it's _____ I don't want to have to replace it for years!
a) time-saving b) stylish c) durable d) space-saving
- 7) I'm 63 now, so I've only got two years to go until I reach _____ age.
a) redundancy b) appointment c) retirement d) promotion
- 8) Pre-tax profits have _____ to an all time low of \$1.2m.
a) plummeted b) skyrocketed c) soared d) risen

1.1.2. Тест для итогового контроля

Вариант 1

1) Translate from Russian into English:

1. - Его недавно уволили. Он попал под сокращение штата. – Не удивительно. В той компании, где он работал, очень большая текучесть кадров.
2. – Вы уже подали заявку на исследовательский грант? - Еще нет. Очевидно, мы уже не успеваем. - Не стоит сдаваться. Я могу прислать Вам образец. - Спасибо. Это будет очень кстати.
3. Он свободный журналист. Его репортажи публикуют ведущие масс медиа мира.
4. - Чтобы быть принятым на работу на этот образовательный канал, необходима степень магистра. – Я получил степень магистра в журналистике в этом году.
5. - Как жаль, что он уволился. - Думаю, у него не было выбора. Зарплата была небольшой, а ему приходится выплачивать ипотеку.

2) Explain in English IN YOUR OWN WORDS what the following items mean:

- a CV
- a personal profile
- an anchor (person / man / woman)
- an tabloid

3) Put the sentences in the correct order to compile the cover letter:

- A. Dear Mr. Smith,
- B. During my time as administrative assistant at ABC Industries, I utilized many of these skills, and also had the opportunity to work closely with the marketing department.
- C. I am writing in reference to the open position of administrative assistant in the marketing department at XYZ Enterprises.
- D. I believe that I would be a good fit at XYZ Enterprises, and I thank you for your consideration.
- E. I believe that my varied experiences and education give me the skills necessary to be a successful candidate for your organization.
- F. I have been responsible for accounting, ordering stock and office supplies, maintaining records, creating and updating inventories, scheduling appointments and greeting customers at the door.
- G. I have experience in many aspects of office administration.
- H. I was excited to be a part of the 30% growth we experienced as a result of the new marketing strategy.
- I. I would appreciate the opportunity to meet with you to discuss the administrative assistant opportunity you have available.

- J. It also helped me to develop excellent time management and prioritizing skills to complete work on a deadline.
- K. My experience with White Books provided me with the opportunity to hone my written ability, as I was responsible for proofreading and editing executive correspondence.
- L. One of my duties was maintaining communication between departments as we were undergoing a restructuring of our advertising campaign.
- M. Sincerely, Jane Doe janedoe123@email.com (555) 222-3344

4) **A friend of yours is thinking over of taking a course in journalism and even considers carrying out research in this regard. Write an e-mail advising him/her what he/she should do to build a career there.**

5) **Беседа с экзаменатором по одной из изученных проблем:** Give a positive description of the job you'd like to have.

Вариант 2

1) Translate from Russian into English:

1. - Как жаль, что он уволился. - Думаю, у него не было выбора. Зарплата была небольшой, а ему приходится выплачивать ипотеку.
2. - Говорят, в этом издательстве жесткая конкуренция и туда невозможно устроиться редактором. - Не преувеличивайте. Там всегда есть вакансии.
3. Мы должны быть терпимыми, чтобы облегчить преодоление культурных барьеров, но их вряд ли можно и нужно сносить.
4. В случае необходимости дополнительной информации либо отзывов, прошу вас связаться со мной по адресу kukareku@ggssoomm.z в любое удобное для вас время.

2) Use each word or phrase once to fill in the gaps.

editorials, by-line, scoops, prime time, public service announcement, embedded reporters, paparazzi sponsors, copy editor, target audience, anchormen and anchorwomen, journals, tabloids, public TV, cable TV, billboard

There's no doubt that the media plays a huge role in everyone's lives these days. From driving down the freeway and seeing a _____ to looking at photos of celebrities taken by the _____ in the _____ at your local supermarket, everyone is someone's _____ for advertising. One way to avoid advertising is by watching _____.

However, there are also _____ for these TV stations. If you watch _____ during _____, you'll be bombarded with ads.

Some media isn't so bad. For example, you can subscribe to a quarterly academic _____. The articles are reviewed by a _____, so the writing is excellent. In newspapers, check the _____ on articles, so you can follow the authors online. Another idea is to read _____ to get important opinions on trending news. Some TV stations also have great news coverage, including _____ that visit war zones to cover the news on the scene. You can get an overview of the day's news by listening to the _____ cover the stories of the day.

Some TV channels get a _____ if they're the only on reporting on a story. Finally, you can also depend on TV stations to provide _____ in case of an emergency.

3) Реферирование текста делового письма с английского языка на русский.

ASSISTANT GROUP LEADERS

£700 per month

CAMP ANGLIA is a young person's organisation which runs educational activity holidays for 12- to 16-year-old foreign students from all over the world.

We seek young men and women for the coming summer who can assist with the running of the camps and with the organisation and supervision of sports and recreational activities. Suitable camping skills and experience, together with the right kind of personality, are essential, as is the ability to speak reasonable English and at least one other foreign language.

Write, giving details of qualifications, experience, personal qualities and availability to:

Caroline Adams, Personnel Officer,
Camp Anglia, PO Box 241, Basildon, Essex.

4) A friend of yours is undergoing a job interview soon. Write an e-mail advising him/her what he/she should do to be a success.

5) Беседа с экзаменатором по одной из изученных проблем: Name all positives and negatives of the job you'd like to have.

1.2. Контрольные работы:

Контрольная работа. Вариант 1.

1 Complete the sentences with two words from the list. Change the form of the verb where necessary

Express do treat view work tread thoroughly unfairly closely positively carefully clearly

1 He is not a good manager. He _____ his employees very _____, favouring one over another.

2 The presentation wasn't very good – I really didn't understand what he was going on about. He deems incapable of _____ himself _____.

3 This is an excellent report. I think you've really _____ it _____, focusing in detail on all the problems in the department.

4 You need to _____ quite _____ with John this morning. He's had some bad news from Head Office, so he's not in a good mood.

5 We've got subsidiaries all over the world. We have to make sure we offer the same style of service so it's essential that we _____ very _____ with all our counterparts.

6 He's a hard worker, but he isn't always _____ very _____ by the team because he tends to be pushy when the senior managers are around.

2 Complete the sentences with the missing prepositions

1 Coping _____ a full-time job and a family can sometimes be stressful.

2 You should steer clear _____ any confrontation at this stage. It won't help.

3 If you had paid closer attention _____ what he said, you'd understood how the new software works.

4 The sales team fell short _____ their targets again this quarter.

Perhaps the targets are just too unrealistic.

5 There are five presentations this afternoon, so it's important you keep _____ the schedule.

3 Complete the missing words in these sentences

A: Can I just make sure I've _____ this correctly? You sent me the invoice for McLaren to Linus and the invoice for Linux to McLaren?

B: Yes, but it was the temporary secretary's fault.

A: Look, you're entitled to your opinion, but can we try and stay _____ on the facts? How do you propose we _____ with this issue now? I don't know if you're a _____, but McLaren pay thirty percent more than Linus for the same services!

B: Look, _____ it help if I called Linus and McLaren and just asked them to send back the invoices without opening them?

A: To be _____, I just don't understand how you could even _____ doing that – it would look so unprofessional!

B: Well, I'm often in contact with the receptionists from both companies. I'm _____ to call them, explain we've sent them some confidential documents by mistake and offer to go and pick them up.

Контрольная работа. Вариант 2.

Choose the correct answer from the options

1 Can you bring your personal development plan / performance management so that we can review your targets and objectives for next year?

2 We have to ensure that we all have a structural change / shared vision, otherwise we won't be focused on achieving the company goals.

3 Due to the serious skills deficit / structural change, we'll be introducing extensive in-house training.

4 Our employees are far more committed if they're personally involved in their own development, so we're focusing in centrally-driven / self-directed training.

5 We take a bottom-up / top-down approach to training, using information from appraisals and focusing in individual needs.

2 Complete the conversation with the phrases a-h. Write the letters in the spaces.

A have you heard

B run it by me again

C spell out

D it's a bit off-topic

E you're saying

F do you mean that G by the way

H what was the name

A: I didn't quite follow. Could you _____?

B: Well, I was thinking we could send two or three members of staff abroad. B: So _____ that we send them to England to do a language course?

A: Well, yes. Or Ireland. For a month or so.

A: _____ we'll just pay for the courses and let them go? What about their projects?

B: I don't see why not – if we choose the right time.

A: Could you _____ some of the details?

B: Well, they do three months training here, and then go abroad. Then they come back and continue as before. Academy International in Dublin has a great reputation.

A: Sorry, _____ again?

B: Academy International.

A: Didn't Sue go on one of their courses? Oh, _____, have you heard that she's thinking of applying for Fran's job and ... actually it doesn't matter - _____ right now.

B: That reminds me - _____ that Fran was actually forced to retire early?

3 Rewrite the sentences using a word from the list

Faced given knowing having

- 1 As a result of seeing how our sister organization works, I'd like to suggest a few structural changes.
- 2 Because there is a shortage of people with these qualifications, we need to consider other attributes in potential staff.
- 3 If we were up against similar circumstances again, we would accept the offer.
- 4 I realize you've worked really hard, and you deserve credit for it.

2. Кейсы по темам.

Тема 1. Case study 1: Improving company culture

Background information: The Managing Director at London-based Crawford plc has noticed that the company culture has become too casual. Several managers are involved in close relationships, which has a serious effect on both performance and morale of the staff. Furthermore, one of the individuals concerned is threatening the company with legal action. The Human Resources Department needs to have a meeting and discuss how to proceed about this situation.

Task: You are members of Human Resources Department at Crawford plc. Work in small groups, read the details of the situation provided and work out your action plan. Decide which actions should be taken immediately and which should be taken in the near future?

Follow-up writing activity: write a set of guidelines on relationships at work for discussions at the next meeting.

Tema 2. Case study 2: Handling customers' complaints

Background information: You are members of the Customer Service Department of a bank. You regularly receive correspondence, telephone calls and voicemail messages from customers who are unhappy with the products or service of your company. You have to deal diplomatically and effectively with the dissatisfied customers and to come with solutions to their problems.

Task: 1. Work in pairs. One of you is the Customer Service Manager and the other is the Assistant Customer Service Manager. Read the written correspondence provided.

2. Discuss how you are going to deal with the complaints you have prioritized.

3. As one group, discuss how you could improve the service you offer to your customers.

Follow-up writing activity: write a short report for the Director of Customer Services summarizing the problems that customers have experienced and make recommendations for improving the service to customers.

Tema 3. Case study 3: Consulting on communication problems

Background information: HCPS is a private health care organization based in Geneva. A year ago the HCPS group was formed, following a takeover of HCP by Sanicorp, another health care organization. Following the takeover, a number of serious communication problems have arisen.

Task: You are members of Desiree Roland Consultants. Work in small groups. Make a list of all the communication problems in the company (e-mails from several employees provided). Rank the problems in order of importance. What actions do you suggest to solve the communication problems? Discuss your ideas in groups, then meet as one group and work out an action plan. Which actions should be taken:

1. a) immediately?
2. b) in the near future?
3. c) later, when convenient?

Which actions will require:

1. a) a lot of investment?
2. b) some investment?

3. c) very little investment?

Follow-up writing activity: write an e-mail from the consultants detailing your recommendations.

Tema 4. Case study 4: Choosing the right manager

Background information: Zenova is a multinational group which makes health and beauty products and is based in Hanover. Four months ago it assembled a project team of 16 members drawn from subsidiaries in Europe, America, Asia and the Middle East. The team was instructed to carry out a major survey of job satisfaction in all the subsidiaries. Four months later, it became clear that the project was being badly managed, The morale of team members was low and progress on the project has been much too slow. The management of Zenova decided to replace the current Project Manager.

Task: 1. You are directors of Zenova. Work in small groups, read the professional profiles of four candidates to replace the current Project Manager. Discuss each of the candidates' management style. Analyze their strengths and weaknesses.

2. Rank the management styles of the four candidates in terms of their suitability for the position of project manager. Number 1 would be your first choice, number 4 your least suitable candidate.

3. Working as one group, compare your decisions and choose one candidate to be the Project Manager.

Follow-up writing activity: write a summary of the meeting you have just attended. This summary will be sent to the Chief Executive of Zenova, who was unable to attend. Your summary should contain the following:

an analysis of each candidate's management styles.

your choice of candidate for Project manager, together with our reasons.

Tema 5. Case study 5: Interviewing job applicants

Background information: The Bellagio Hotel is going to employ a large number of people and decided to run a series of behavioral interviews. The interview will last a maximum of 30 minutes and will contain six questions designed to evaluate the behavior of each candidate. The HR team have agreed that the questions should focus on the following areas: conflict, authority, ambition, networking, sociability, appearance, stress, resourcefulness.

Task: 1. You are members of the HR team. Work in small groups and prepare the list of questions that you will give to the HR managers. Decide the order in which the questions will be asked and prepare an evaluation grid for the managers to enter their marks out of five.

2. Work in pairs. Test your questions by role-playing a test interview.

Follow-up writing activity: write an e-mail to send to the hiring managers with your questions and expected responses.

Tema 7. Case study: Supporting innovative business proposals

Background information: TechStart is a European business association that promotes emerging technology and new business ventures. Originally founded to help young university graduates to gain access to funds, TechStart today offers future entrepreneurs a comprehensive one-year program of assistance, advice and training in order to turn creative new ideas into fully operational business ventures. Every year Techstart organizes a competition where graduates can submit proposals for new business ventures. The winning project receives a cash prize of 50,000 euro and joins the one-year StartUp program. During this year the new business is offered free office space, access to research facilities, business

management training and support from one of the universities participating in the program. These four projects have reached the final. Each project team is to make a short presentation to the competition jury (project details provided).

1. ZephGen: Wind-powered electricity scheme.
2. Rainbow systems: Heat-sensitive packing materials.
3. Open-tour: Mobile phone tourist guide service.
4. VoxData: Mood recognition software for customer services.

2. Task: 1. Work in small groups. Choose one of the projects and make notes about the following:

- 1 an outline of what your project is
 - 2 the main features of your product
 - 3 who will benefit from your product and how
 - 4 how you will use the prize if you win it
2. Organize your ideas into a short presentation. Practice giving the presentation and make any necessary changes to improve it.
3. Present your project to the class who work as the jury.

Follow-up writing activity: write a letter to a winning group giving them feedback on their project and presentation.

Tema 8 Case study 8: Sponsoring an environmental project

Background information: You work for a company that wants to improve its eco-friendly public image and sponsor an environmental project. You can choose out of the following business activities for your company 1) health and beauty products 2) computers 3) non-alcoholic beverages or think of your own. The four projects to choose from are 1) fundraising activities for planting and upkeep trees in the main square of your town center. The group plans to have ‘a tree planting

ceremony' and put sponsors' names on plaques mounted in front of each tree. They also intend to invite the mayor and other important local persons

for the ceremony. 2) a TV documentary. A video company is commissioned to make a program for national TV about the effects of pollution on marine life in the Pacific, as part of wildlife series. They need a sponsor to finance their equipment and crew members. 3) an international exhibition of children's art "Let's Protect Our Planet" to held at a local art gallery. They need sponsors to finance programs, catalogues, reproductions and a visit of a famous artist to the exhibition launch and press conference. 4) an asylum for homeless animals. They need regular contributions to fund their activity. Local journalists have agreed to write articles aimed at raising awareness at the scheme. These articles could feature profiles of the companies willing to make contributions.

Task: 1. Work in pairs and decide how your company can project a favorable image through sponsoring one (or more) of these projects.

2. Make a list of questions that could help you make your decision.

Follow-up writing activity: write a response to the organization whose project you plan to support.

Tema 8. Case study 9: Marketing

Study points: marketing mix (the Four P's: product, price, place, promotion), target audience, direct mail marketing, market research.

Case study: Consulting a marketing agency

Background information: Yedo is a successful Tokyo-based department store chain with six outlets in Japan and two more in London and New York. Last year, however, profits fell sharply and results of the first six months of this year have been disappointing. Yedo's management has asked an international marketing agency, TWCB, for advice on how to maintain and increase profitability.

Task: Work as one group. You are members of the marketing agency TWCB. An informal meeting has been arranged to discuss ways of maintaining and increasing Yedo's profitability. Yedo's CEO has prepared some discussion questions for you to consider. Hold the meeting and note down your best ideas, which will be incorporated into a report.

Follow-up writing activity: as head of TWCB, write a report for the CEO of Yedo, on your agency's ideas.

Tema 8. Case study 10: Branding

Study points: brand characteristics (distinctive, easy to pronounce, fitting the image of the product, having the emotional appeal), celebrity endorsement.

Case study: Developing a brand strategy

Background information: Bellissima is an Italian perfume and cosmetics business. The company has a highly successful range of products in the luxury cosmetics market. It is planning to launch a new fragrance and extensive market research has produced detailed profiles of two potential target markets as described

below. Bellissima now has to decide whether to expand its current market share or risk branching out and reaching a new client.

Profile A

High-income women aged 25-30, who spend a high proportion of income on entertainment. They are loyal customers and can be interested in a new quality product.

Profile B

Women aged 18-25, consider the brand old-fashioned. A lot of promotion is needed to attract this new target audience.

Task: 1. Work as groups. Discuss the advantages of each profile and decide what option has the most potential for Bellissima.

2. Create a brand name and plan your brand strategy. Consider the four Ps of the marketing mix.

3. Present your concept and brand strategy to the class.

Follow-up writing activity: write an action plan for the Marketing Director of Bellissima with a summary of your group strategy.

3. Вопросы для подготовки к зачету:

3.1. Вопросы:

1. What are the most/least popular jobs nowadays?
2. What are your plans for your future job? Describe the responsibilities.
3. How to make up a good CV?
4. What professional qualities should any professional possess?
5. What professional qualities do you have? How can they help you to succeed in your career?
6. Describe your typical working day.
7. What are the advantages and disadvantages of working full-time?
8. What are the advantages and disadvantages of working part-time?
9. What are the advantages and disadvantages of shift work?
10. Speak about the structure of the organization you work for?
11. What motivation is?

12. Tell about Theory X and Theory Y.
13. Do you spend much of your working time on the phone? What problems can you fix on the phone?
14. How often do you travel on business? Is travel on business a necessary business tool?
15. What can create a good atmosphere in a team?
16. What problems may arise during a business trip?
17. What facilities do you think are most important when choosing a hotel for business?
18. How do you get ready for business meetings or negotiations?
19. What negotiating techniques do you know?
20. What professional and personal qualities are required for negotiating successfully?
21. How do you plan the agenda for the meeting?
22. Why have on-line shops become a popular business? What are their competitive advantages in comparison to standard shops?
23. What are the cultural stereotypes you'd better to avoid in the business communication?
24. How have management styles changed in recent years?
25. What professional and personal qualities are typical of a real leader?
26. Is it difficult to build a united working team?
27. Speak about a business leader you admire.
28. Speak about the four Ps in marketing?
29. What are the components of developing a successful brand?

3.2 Задания к зачету:

1. Write a letter of order based on the following situation.

Write a letter of order to Belarusian company "Atlant" (220035, Minsk, Pobediteley av., 23). You looked through their catalogues of refrigerators and washing machines. And you would like to place an order with this company. You require: 5 refrigerators of the model "Atlant 210" -grey colour, 5 refrigerators of the model "Atlant 210" -white colour, 10 washing machines of the model "Atlant CP25" -grey colour, 15 washing machines of the model —Atlant CP25 "- white colour. You should enclose the order No 7 with the letter. In the order every tool and the quantity must be state. Mention the terms of delivery, payment and packing.

2. Write an advertising letter based on the following situation.

Introduce your company as a leading manufacturer of cosmetics in Belarus "BELITA" LTD (220089, Minsk, Dekabristov str., 29a). Write an advertising letter to Mr Smith, the manager of the exhibition centre "OLIMPIA" in London (Oxford

str.,54, 5678KV). Say if they are interested in your goods you are ready to participate in international exhibition "The Beauty World". Enclose the leaflets with the letter.

3. Write a letter of complaints based on the following situation.

You are a sales manager of the department store "Na Nemige" (220055, Minsk, Nemiga str.,8). You have recently received 30 dresses (order No25 of September, 7,2016) of the latest design from the French company —PariMode" (Monmart str., 13, Paris, 2354). Their sales department has sent you clothes of the wrong size. Write to their sales manager Mr Franco. Ask him to clarify the matter and say you require the dresses of the right size by the end of December.

4. Write a letter of reply to the enquiry based on the following situation.

You are the Managing Director of British company Wilson &Co (London W5W6PQ Great Portland Street 117). Your company received an enquiry of 20th of March from the Belarusian company —Delux (220070 Minsk, Orlovskaya street 58). They are interested in buying your fax machines Model R80. Inform them that you can meet their quantity requirements and can offer them 20 machines at the price of 50\$ per unit. Promise the delivery in a month if you receive their order immediately.

5. Write a resume based on the following situation.

Nancy Carey (New York, 11645, West street, 220) is looking for a job as executive secretary to the Managing Director. She is single. She was born 20, August, 1987. She studied at the Boston University from 2004-2009. After graduating the university she had been working for 2 years as a secretary in "Dreft & Haggert". Now she works at —Darnell Electronics as a secretary to the sales manager. At this company she provides full administrative support to the manager. She speaks English and Spanish fluently. She is fond of traveling, world history and classical literature.

6. Write a letter of complaints based on the following situation.

Your company —Delux (220070, Minsk, Orlovskaya str., 58, Belarus) has recently received fax machines against our order No7 from the British company —Wilson&Coll (London W6PQ, Great Portland Street,117, UK).

The boxes with fax machines were damaged and some goods were crushed and stained and cannot be sold as new articles in your shops. Write a letter to their manager Mr Green. Ask him to clarify the matter as you require fax machines by the end of the month. Pay their attention that the replacement should be done at their expense. Enclose the list of the damaged goods with the letter.

7. Write the letter of order decline based on the following situation.

Your company "The Swatch Group" (Switzerland, Geneva, Carouge40, CZ- 1422) has received the order for watches from the Belarusian company "Swiss Time" (220080, Minsk, Surganova 57). Thank the company for the order No7. Inform your customers that the watches of model Cartier are out of stock now. You will have them only in a month. Ask the Belarusian

company to wait for this model or offer them the other model of watches Breguet A01508. This model is also of high quality and even cheaper than Cartier.

8. Write a letter of order based on the following situation.

As Marketing Manager for Fenway's Toy Store, 1704 North Broadway, Richmond, Virginia 23261, write a letter to the Marco Toy Company, Inc., 223 Sunrise Highway, Glen Cove, New York 11566, to order two dozen Baby Jenny dolls (at \$ 10 each) and three dozen 18-inch Tootsie-Wootsie teddy bears (at \$ 7 each). You would like to have these items in stock in time for the pre-Christmas selling season. You want 15 % discount and to pay by banker's draft within 21 days of delivery and have them shipped by air express.

9. Write a letter of reply to complaints based on the following situation.

Your company —Pari Mode (Monmart str.,13, Paris,2354) has received a letter of complaints from Mr Ivanov, the manager of the Belarusian shopping mall —Na Nemigell (Belarus, 220055, Minsk,Nemiga str.,8). They complain about the shipment of sweaters against the order No7. The boxes in which the sweaters were packed were damaged and a few garments were crushed or stained and cannot be sold as new article. Apologize for the inconvenience and explain your mistake. Suggest possible solution to the problem.

10. Write an offer based on the following situation.

You are a manager of the famous Belarusian company —Nasha mebell which produces office furniture (220068, Minsk, Masharov st, 46). Offer your goods to the Polish company Tesko"(Krakov, Kapelanka str., 56, 30-347, Poland). You met their representative at the international exhibition of furniture which was held in September in Minsk . They were interested in your goods. Send them your latest catalogue and inform about terms of delivery and payment.

11. Write an advertising letter based on the following situation.

Introduce your company as a leading manufacturer of toys in Belarus "MALVINA" (220006, Minsk, Nadezhdinskaya str.,34). Write an advertising letter to Mr Smith, the manager of the exhibition centre "OLIMPIA" in London (Oxford str.,54, 5678KV). Say if they are interested in your goods you are ready to participate in international exhibition "The Children's World". Enclose the leaflets with the letter.

12. Write an offer based on the following situation.

You are a Sales Manager of the company —Gatarm Ltd. (Hryniewiczze 62, Belostok 15-378, tel.+48(85)747 49 03, e-mail: gatarm@gatarm.com.pl). You have received an enquiry letter from the company —Icy Dreams (Korzhenevskogo Str. 2A, office 13H, Minsk 220024, fax/tel. +375 (17) 207 64 44, e-mail: icydreams@mail) recently. Their Marketing Manager, Mr.Gorelov, would like your company to supply 100 portable freezing stalls —Asperall. They also ask for prompt delivery of the goods and a 2 % discount off the whole value of the goods.

In your letter thank Mr. Gorelov for their interest in your goods. Say that you are ready to deliver the stalls in 2 lots 50 items each but only in 2 weeks as you are ready with orders at the moment. Pay attention that you can't offer them a discount they asked. Try to persuade your partners that your goods are of high quality and are sold very well at this price on the world market.

Enclose colour catalogues and price-lists of your equipment with the letter and welcome any further business relationships with their company.

13. Write the confirmation to the letter of order based on the following situation. Your company «Alice» Ltd. (33008 London Float street 25a) a leading manufacturer of women's clothes in Europe has received the order for knitted short-sleeved sweaters, checked cotton dresses, knitted woolen sweaters. ORDER No 10 Thank the company «Kupalinka» Ltd. (234052 Minsk Glebki Str. 12b, tel. 017 2347890) for the order No 10. Confirm the order for women's clothes and inform that you will deliver the goods in accordance with their instructions. Also say that you hope the company —Kupalinka will place large orders with you in the future.

14. Write a letter of enquiry based on the following situation.

You are a Purchase Manager of —Maestro International. Inc. (220046 Minsk, Kupala Str. 15a; tel. 264-01-88)

You write to Mrs. Herbert, a Marketing Manager of —German Trade. Ltd (26 Arbaten Str. Berlin, e-mail arbaten@gmail.org)

Ask for:

- colour catalogues for office equipment with full details of prices, terms of payment and discounts;
- quotation (price) for 30 units of printer Canon M25 and 20 units of telex Panasonic TU252;

You look forward to establishing business relations with the company that agrees to give discounts off the value of the contract and accepts payments by a Letter of Credit with Idea Bank International.

You got the information of this company from an advertisement in the Internet on the site —Equipment purchases.

15. Write a letter of enquiry based on the following situation.

Compose a letter of enquiry to the Sales Manager, The British Button Company Ltd, 14 Leopard's Wharf, Liverpool L6 7SJ asking for samples and price lists of their range of pearl buttons as advertised in the "The Draper" magazine. Use your own name and today's date.

You look forward to establishing business relations with the company that agrees to give discounts off the value of the contract and accepts payments by a Letter of Credit.