**Перелік питань до ЛІТНЬОГО ЗАЛІКУ З**

**BUSINESS COMMUNICATION**

**ДЛЯ 3 КУРСУ 2019-2020 Н.Р.**

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| №  п/п | Текст завдання |
| 1. | This area around the docks is certainly \_\_\_\_. A lot of new flats have been built, and it seems like new restaurants are opening every day! |
| 2. | John always says exactly what he thinks. That isn’t normally a problem, but I think we need someone less \_\_\_\_ and more diplomatic for this negotiation. |
| 3. | This candidate is certainly very \_\_\_\_, which is good. We need someone who is confident. |
| 4. | John is always so relaxed and never gets irritated with his colleagues. Having such an \_\_\_\_ person in the department has had a positive influence on the team. |
| 5. | This is so \_\_\_\_! It’s taken me three hours so far toenter all the information onto the database. |
| 6. | The site is too \_\_\_\_. I don’t think we would get much passing trade. We need to open the restaurant in the centre of town. |
| 7. | You can’t \_\_\_\_ about someone if you hardly know them. |
| 8. | When you travel abroad, you should always \_\_\_\_ and take notice of the way people in that culture interact with each other. |
| 9. | You can’t foresee exactly what’s going to happen, so part of the skill of being a good leader is to be flexible and readyto \_\_\_\_ with people. |
| 10. | To \_\_\_\_ you have to be open and trusting. |
| 11. | A three-week trip to Japan will certainly \_\_\_\_ into their culture,but you would have to live there to be able to really understand it. |
| 12. | It’s importantto \_\_\_\_ before making a decision. |
| 13. | Being ethical will often result in a business incurring higher costs. This is because ethically sourced supplies are often more expensive to buy. Some businesses argue that this would make them less competitive, leading to lower sales and reduced profit margins. |
| 14. | Working in a sustainable way means that business activity does not use up or destroy natural resources. To achieve this, a business may use renewable energy, recycle materials such as paper and ink cartridges, or use devices that save energy and water. |
| 15. | The actions of these pressure groups can influence all four aspects of the marketing mix of a business. For example:  Product - change the product, e.g. using rubber from ethical suppliers to protect the Amazon rainforest;  price - change pricing strategies, e.g. to make ethical products a realistic choice for consumers;  place - change distribution methods, e.g. using delivery vehicles that pollute less;  promotion - change the way a product is advertised, e.g. promoting environmentally-friendly products |
| 16. | For a business, there may also be disadvantages to being environmentally friendly. For example:  Increased costs – Producing goods in an environmentally friendly way can often mean spending more money initially, as it can require research and investment in new production methods. |
| 17. | Any business activity will have an impact upon the environment, either through the natural resources that it uses or the waste products that it produces.  Climate change refers to long-term changes to weather patterns. Scientists believe that business activity contributes to this global warming through the burning of fossil fuels and the cutting down of trees. |
| 18. | Traditionally, waste has either been incinerated or sent to landfill sites. However, these are not environmentally friendly ways of dealing with waste.  Instead, businesses can reduce the amount of waste that they produce, which reduces costs and means that there is less waste to dispose of. Many businesses also look for ways in which waste materials can be reused. |
| 19. | Pressure groups, also called interest groups, are groups of people who share a common interest and try to influence the decisions made by businesses, organisations or governments.  Many pressure groups try to influence businesses to behave more ethically or to act in a more environmentally friendly way. They can do this in a number of ways: lobbying, organising a boycott of a business or a particular product, viral marketing |
| 20. | For a business, there may also be disadvantages to being environmentally friendly. For example:  Increased costs – Producing goods in an environmentally friendly way can often mean spending more money initially, as it can require research and investment in new production methods. |
| 21. | Most business activity involves workers, suppliers and customers. The way that a business treats these three groups of stakeholders is a good sign of how ethical it is.Exaples of treating suppliers ethicallyinclude:  paying fair prices  having reasonable expectations  paying bills on time |
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| 23. | The presentation wasn’t very good – I reallydidn’t understand what he was going on about. He seems incapable of \_\_\_\_\_\_ himself \_\_\_\_\_\_. |
| 24. | This is an excellent report. I think you’ve really \_\_\_\_\_\_ it \_\_\_\_\_\_, focusing in detail onall the problems in thedepartment. |
| 25. | 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. |
| 26. | We’ve got subsidiaries all over the world. We have to make sure we offer the same style of service so it’s essential thatwe \_\_\_\_\_\_ very\_\_\_\_\_\_ with all our counterparts. |
| 27. | 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. |
| 28. | Coping \_\_\_\_\_\_ a full-time job and a family can sometimes be stressful. |
| 29. | You should steer clear \_\_\_\_\_\_ any confrontation at this stage. It won’t help. |
| 30. | If you had paid closer attention \_\_\_\_\_\_ what he said, you’d understand how the new software works. |
| 31. | The sales team fell short \_\_\_\_\_\_ their targets again thisquarter. Perhaps the targets are just too unrealistic. |
| 32. | There are five presentations this afternoon, so it’s important you keep \_\_\_\_\_\_ the schedule. |
| 33. | She promised to be heavily involved in the project, but she doesn’t put in much effort. She’s not |
| 34. | He can never make his mind up, and can’t ever provide a definite answer. He’s not |
| 35. | She seems to prefer working independently – she’s not very good at working with the rest of the team. She’s not |
| 36. | One minute he’s shouting at someone, and the next he’s locked himself in his room! He just has no idea of how this affects other people. He’s not |
| 37. | Well, first, I’d say it’s crucial to build a culture*\_\_*trust, because without this no-one will be fully committed to the project. |
| 38. | Basically, it’s up to me to gently exert influence *\_\_* my staff and in so doing, to encourage them to achieve their own goals. |
| 39. | I also have to avoid the temptation **\_\_** do the jobs myself – effective delegating is really important! |
| 40. | In terms of feedback and progress I always try to be consistent **\_\_** my expectations. |
| 41. | It’s out of the question to stop production in South Korea – it would be \_\_\_\_ disastrous. |
| 42. | Now that the price of oil has settled, transport costs are \_\_\_\_ stable. |
| 43. | I have no idea why I keep getting all these unsolicited emails. It’s \_\_\_\_ worrying. |
| 44. | After last month’s PR scandal, it looks like we have serious problems. The whole situation has been \_\_\_\_ damaging to the company. |
| 45. | Working, entertaining, negotiating, and corresponding with colleagues from different cultures can be quite difficult. One misunderstanding could have a negative effect on months of work. Understanding intercultural differences can help communication with colleagues from other cultures. According to Hofstede, if we compare the key factors in our own culture with those in another culture, we can predict possible difficulties. |
| 46. | Hierarchical or egalitarian?  Some cultures, like Malaysia and Indonesia, are hierarchical with a caste or class system and there is often a big difference in wealth between individuals. At work, employees have a formal relationship with their manager. Other cultures, like Australia and Denmark, are more liberal and egalitarian. Managers give their employees responsibility and often socialize with them. |
| 47. | Individualistic or collectivist? Individualistic cultures, such as the US and the Netherlands, think that individual rights and freedom of speech are important. Personal goals, choices, and achievements are encouraged. In more collectivist cultures, such as Koreaand Colombia, this self-centred approach is discouraged. The group, such as the family, has a big influence on people’s lives and is often seen as more important than business. Companies have a strong work group mentality and praise is given to teams rather than individuals. |
| 48. | Masculine or feminine?  In ‘masculine’ societies, like Brazil and Mexico, the male dominates the power structure. Competitiveness and assertiveness are encouraged, and the accumulation of wealth is important. Many employees ‘live to work’ and take short holidays. In ‘feminine’ societies, such as Sweden and Finland, family, personal relationships, and quality of life are more important. Conflicts are resolved through negotiation, and people ‘work to live’, enjoying longer holidays and flexible working hours. |
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| 50. | Cautious or risk-taking?  Some cultures, especially those with a long history such as Greece and Portugal, are quite cautious. They often have religious backgrounds and resist new ideas. At work, people prefer to follow strict rules and do things as they always have been done. Risk-taking cultures, like Jamaica and Singapore, often have a younger history and are willing to take risks. They are more open to new ideas, are less accepting of rules and regulations, and are more likely to welcome change. |
| 51. | Employees make a \_\_\_\_\_ to companies. |
| 52. | Employees are gaining \_\_\_\_\_ for their  contribution. |
| 53. | More and more employers are realizing that there is a real \_\_\_\_\_ between happystaffand performance. |
| 54. | More and more employers are realizing that there is a real link between a happy stuff and a strong \_\_\_\_\_ line. |
| 55. | But what makes us happy at work? \_\_\_\_\_to the HR  Consultants Chiumento’s ‘Happiness at work’ index, employees have interests that rank higher than a big pay cheque, which comes in at a lowly tenth place. |
| 56. | Instead it’s people first - feeling part of a friendly, supportive \_\_\_\_, where you canhave a say in what happens, and where people take care of each other. At Google, for example, they take pride in the fact that employees enjoy a ‘fun workspace’. |
| 57. | Second in line on the ‘Happiness at work’ index comes enjoyable work, where employees \_\_\_\_\_ satisfaction from their achievements. |
| 58. | It also helps if you can relate to the values of the company where you work. According to a recent newspaper survey, Innocent, a young, fast-growing fruitdrinks company, \_\_\_\_\_ employees who see a future for themselves in a company with clear values. Innocent ‘innocently’ claims they want to ‘leave things a little better than we find them’ |
| 59. | At Google, where they receive 100,000 job applications a month, their \_\_\_\_ is to make money ‘without doing evil’. |
| 60. | Employees are clearly keen to make the most of their opportunities, especially if they feel they are making a worthwhile \_\_\_\_ to their companywhile helping to improve the world they live in. |
| 61. | Eamonn has had a good year, and has **5**\_\_\_\_ businesswith our clients extremely professionally. |
| 62. | He always **6**\_\_\_\_\_ to achieve the best possible results. |
| 63. | He also takes **7**\_\_\_\_\_ . |
| 64. | He remains **8**\_\_\_\_ to our customers, and yet continues to exceed sales targets. |
| 65. | What is ethical behaviour? |
| 66. | Which of the following best describes the link between ethical behaviour and profits? |
| 67. | How does ethical behaviour affect profits? |
| 68. | Which of the following is true about acting unethically? |
| 69. | What do pressure groups aim to do? |
| 70. | What does ethical behaviour mean taking account of? |
| 71. | Whose interests are prioritised in ethical firms? |
| 72. | Which of these is NOT a method used by a pressure group? |
| 73. | Which stakeholder is most able to stop unethical business behaviour? |
| 74. | Why do some businesses promote their ethical behaviour? |
| 75. | What is motivation? |
| 76. | Why is retaining employees important to businesses? |
| 77. | How is productivity linked to motivation? |
| 78. | What is remuneration? |
| 79. | What is a bonus? |
| 80. | Which of these is an example of a fringe benefit? |
| 81. | What is autonomy? |
| 82. | Which of these best describes job rotation? |
| 83. | Which of these is an example of job enrichment? |
| 84. | How might a promotion increase an employee’s motivation? |
| 85. | What are the unintended negative effects of business activity called? |
| 86. | Which of the following is NOT an example of a social cost? |
| 87. | Which of the following is an example of the social costs of opening a new factory? |
| 88. | What kind of site is used if a factory is built on developed land? |
| 89. | What are resources that can only be used once called? |
| 90. | What is the name for the practice of meeting the needs of the present without compromising the future? |
| 91. | Which of the following is most likely to stop a new office from being built? |
| 92. | Which of the following is NOT an example of a social benefit following the successful opening of a new factory? |
| 93. | What effect is the closure of a local factory likely to have? |
| 94. | Which of the following statements is NOT true.Wind turbines that generate electricity: |
| 95. | Communication is about passing messages between people or organisations. Messages between a sender and receiver take place using a medium such as email or phone.  One-way communication is when the receiver cannot respond to a message. Two-way communication is when the receiver can respond to a message. This allows confirmation the message has been both received and understood. |
| 96. | Types of communication  There are a number of technical terms you need to learn:  − internal communications happen within the business  − external communications take place between the business and outside individuals or organisations  − vertical communications are messages sent between staff belonging to different levels of the organisation hierarchy  − horizontal communications are messages sent between staff on the same level of the organisation hierarchy  − formal communications are official messages sent by an organisation, eg a company memo, fax or report  − informal communications are unofficial messages not formally approved by the business, eg everyday conversation or gossip between staff  − a channel of communication is the path taken by a message |
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| 103. | Communications fail when a message is unclear or the receiver does not understand technical jargon. Selecting the right medium is important. Messages may never be received if they are sent at the wrong time or to a junk email folder.  The result is inefficiency and higher costs, as more resources are needed to achieve the same result.  Training staff to select an appropriate medium and send clear, accurate, thorough messages will improve the quality of communications, especially if there is an opportunity for feedback. |
| 104. | Impact of ICT  ICT stands for information communication technology. Businesses have gained significantly from advances in computing. For instance, ICT enables:  home working and inexpensive call centres located overseas  automated stock ordering where items are reordered to ensure shelves are always full - less paper work reduces administration costs  e-commerce where products are traded and paid for on the internet |
| 105. | ICT stands for |
| 106. | External communication |
| 107. | Vertical communication |
| 108. | Horizontal communication |
| 109. | Internal communication |
| 110. | In business, globalisation refers to companies operating internationally or on a global scale. This involves most of the world’s economies working together to provide and produce goods and services. The three main elements of globalisation are imports, exports and business location. |
| 111. | International trading has some potential barriers that can make it difficult for businesses to trade with some countries. The main two trading barriers are tariffs (a tex added to the cost of imports) and trading blocs. |
| 112. | The process of buying from and selling to overseas countries is also known as international trade (buying and selling of goods and services between different countries). |
| 113. | The ultimate goal for a growing business that wants to increase the scale of its operations is to compete abroad. Multinational companies or MNCs (also known as transnational corporations or TNCs) are companies that operate in a number of countries around the world. |
| 114. | International trading has some potential barriers that can make it difficult for businesses to trade with some countries. The main two trading barriers are tariffs and trading blocs.  A tariff is a tax on imported goods and services. Many countries place tariffs on imported goods and services to make them more expensive for businesses and consumers to buy. They do this to restrict demand. By doing this, they aim to promote and protect businesses in the home country. This is known as a protectionist measure. |
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| 116. | E-commerce is any business transaction that takes place using the internet.Advantages of e-commerce for a growing business include:   * pen 24/7 * cheap to operate compared to physical stores * gives access to a huge range of potential customers * easy to sell to overseas customers * provides access to cost-effective promotional methods, such as social media and email advertisements |
| 117. | Trading blocs have the following advantages   * Promotes free trade, which means trading without tariffs * There is often free movement of labour, eg people, across trading blocs * Creates good trading relationships with other countries in the trading bloc |
| 118. | Exporting refers to a country selling products and services to other countries around the world. When the UK sells products and services to foreign countries, money comes back into the UK economy. One of the UK’s biggest exports is vehicles. Vehicles made by some of the biggest car brands are produced in the UK and then shipped abroad in return for money. |
| 119. | SPICED is good for businesses that import goods and services from overseas as it means products are cheaper because of the exchange rate. However, under SPICED, businesses that export goods and services may either sell less or have lower profit margins. This is because overseas buyers have to pay more due to the exchange rate, or the exporting business will keep the same price with a lower profit margin. |
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