

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ

Кафедра іноземних мов за фахом

Факультет ФЕБА

2 курс, семестр 2

МОДУЛЬНА КОНТРОЛЬНА № 3

Варіант 1

1. **Translate the following text into Ukrainian in writing:**

To grow your business, you need a marketing plan. A marketing plan is a tool you need to use daily to help you reach your market and your profit goals. The right marketing plan identifies everything from 1) who your target customers are to 2) how you will reach them, to 3) how you will retain your customers so they repeatedly buy from you.

The company's marketing plan is the written document which details the marketing methods selected (advertising, price, promotion, etc.) and specific marketing actions or marketing activities. It should also show main goals and recommendations. The marketing plan also examines the resources needed (both financial and human) to achieve specified marketing objectives, such as an increase in sales or a successful product launch, over a given period of time.

Typically, a marketing plan will include:

- an overview of your business's marketing and advertising goals;
- a description of your business's current marketing position;
- a timeline of when tasks within your strategy will be completed;
- key performance indicators you will be tracking;
- a description of your business's target market and customer needs.

A major purpose of the marketing plan is to set the company on a specific course in marketing.

2. **Define the following terms:**

- marketing mix;
- marketing research;
- microenvironment.

3. **Translate into English:**

1. Маркетингова стратегія зосереджується а на тому, що ви хочете досягти для вашого підприємства і маркетингових зусиль.
2. Маркетингова стратегія важлива для всіх підприємств, оскільки вона чітко визначає, як ви знайдете нових покупців і рекламуватимете ваші товари і послуги, щоб у решті-решт отримати більше продажів.
3. Реклама є засобом спілкування з користувачами товару або послуги.

4. **Give extended answers:**

1. What is a product?
2. How can products be classified?

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МОДУЛЬНА КОНТРОЛЬНА № 3

Варіант 2

#### 1. Translate the following text into Ukrainian in writing:

Developing a marketing strategy is vital for any business. Without one, your efforts to attract customers are likely to be haphazard and inefficient.

The focus of your strategy should be making sure that your products and services meet customer needs and developing long-term and profitable relationships with those customers. To achieve this, you will need to create a flexible strategy that can respond to changes in customer perceptions and demand. It may also help you identify whole new markets that you can successfully target.

The purpose of your marketing strategy should be to identify and then communicate the benefits of your business offering to your target market.

Once you have created and implemented your strategy, monitor its effectiveness and make any adjustments required to maintain its success.

One of the key elements of a successful marketing strategy is the acknowledgement that your existing and potential customers will fall into particular groups or segments, characterized by their needs. Identifying these groups and their needs through market research, and then addressing them more successfully than your competitors, should be the focus of your strategy.

You can then create a marketing strategy that makes the most of your strengths and matches them to the needs of the customers you want to target.

#### 2. Define the following terms:

- industrial products;
- consumer products;
- macroenvironment.

#### 3. Translate into English:

1. При визначенні цінової стратегії важливо враховувати позицію підприємства на ринку.
2. Товари пасивного попиту – це товари, які споживачі зазвичай не купують або не розглядають можливість придбання в звичайних умовах.
3. Покупці зазвичай витрачають більше зусиль на покупку товарів особливого попиту порівняно з іншими видами товарів.

**4. Give extended answers:**

1. Name the steps of Product Life Cycle.
2. What are SMART objectives?

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**МОДУЛЬНА КОНТРОЛЬНА № 3**

**Варіант 3**

**1. Translate the following text into Ukrainian in writing:**

The company is not alone in doing business. It is surrounded by and operates in a larger context. This context is called the Macro Environment. It consists of all the forces that shape opportunities, but also pose threats to the company. The Macro Environment consists of 6 different forces. These are: **Demographic, Economic, Political, Ecological, Socio-Cultural,** and **Technological** forces.

Demographic forces relate to people. The name refers to the term Demography. The latter refers to the study of human populations. This includes size, density, age, gender, occupation and other statistics. Why are people important? Because, on the whole, their needs is the reason for businesses to exist. In other words, people are the driving force for the development of markets.

The Economic forces relate to factors that affect consumer purchasing power and spending patterns. For instance, a company should never start exporting to a country before having examined how much people will be able to spend. Important criteria are: GDP, GDP real growth rate, GNI, Import Duty rate and sales tax/ VAT, Unemployment, Inflation, and Disposable personal income.

The Socio-Cultural forces link to factors that affect society's basic values, preferences and behavior. The basis for these factors is formed by the fact that people are part of a society and cultural group that shape their beliefs and values. Many cultural blunders occur due to the failure of businesses in understanding foreign cultures.

Technological forces form a crucial influence in the Macro Environment. They relate to factors that create new technologies and thereby create new product and market opportunities.

Ecological forces in the Macro Environment are important since they are about the natural resources which are needed as inputs by marketers or which are affected by their marketing activities.

## **2. Define the following terms:**

- price;
- services;
- intellectual property.

## **3. Translate into English:**

1. Споживчі товари - це продукти, які кінцеві споживачі купують для особистого споживання.
2. Продукт або послуга повинні бути доступні покупцям у відповідний час, у відповідному місці і відповідній кількості.
3. Покупцям необхідно розуміти особливості та переваги, які можна отримати, купуючи товар або послугу.

## **4. Give extended answers:**

1. What is marketing strategy?
2. What does marketing strategy include?