

Факультет аеронавігації, електроніки та телекомунікацій

Кафедра авіаційної англійської мови

ЗАТВЕРДЖУЮ

Зав. кафедри _____

(підпис)

(ПБ)

«_____» _____ 20__ р.

МОДУЛЬНА КОНТРОЛЬНА РОБОТА № 2

з дисципліни «Ділова іноземна мова»

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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.

VARIANT 3

1. Express your ideas on the issue:

- a) What modern or historical leaders do you most admire? Why? (List positive and negative qualities about this person).
- b) How does the technique "market segmentation" work?
- c) What advertising media and advertising methods do you know? What are the most influential?
- d) Why do some people buy brands and others dislike them?
- e) Describe stages in the launch of a new product.

2. Give definitions to the following descriptions:

- a) to supply to shops, companies, customers;
- b) a group of customers of similar age, income level and social group;
- c) length of time people continue to buy a product;

- d) how much a company wants to sell in a period;
- e) conclusions people reach about what product to purchase;
- f) a method of evaluation;
- g) a business which advises companies on advertising and makes ads;
- h) the use of well-known person to advertise products.

3. Fill in the gaps with appropriate words:

- a) Marketing people must ____ the success of the campaign and modify it if necessary.
- b) Powerful brand names create strong consumer ____.
- c) Because of a loss last year the marketing department is trying to ____.
- d) .We have lost main ____ in some countries.
- e) Marketing involves deciding ton the best ____ to sell the product.
- f) We measure how happy our customers are with an annual ____.
- g) We ensure that the machines are well-maintained by offering ____.
- h) We provide our customers with a ____ lasting 10 years.

4. Describe stages in the process of quality control

VARIANT 4

1. Express your ideas on the issues:

- a) What is special about bottled-water business?
- b) What makes a good advertisement?
- c) Describe stages in the launch of a new product.
- d) Characterize modern marketing researches.
- e) How does the technique “market segmentation” work?

2. Give definitions to the following descriptions:

- a) to introduce to the market;
- b) the ideas and beliefs people have about a brand;
- c) using an existing name on another type of product;
- d) a business which advises companies on advertising and makes ads;
- e) the tendency to always buy a particular brand;
- f) the percentage of sales a company has;
- g) an important new plan with a particular aim;
- h) to supply to shops, companies, customers.

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) The quality control department found several faults during one of their ____ .
- c) We are affected by our competitor's latest _____ strategy.
- d) Market researches are being asked to conduct studies and to compile more detailed ____ of consumer groups.
- e) We are developing a new _____ plan to regain some of our market ____.
- f) Marketing involves deciding on the best ____ to sell the product.
- g) Because of a loss last year the marketing department is trying to _____.
- h) Market researches are being asked to conduct studies and to compile more detailed ____ of consumer groups.

4. Describe the most influential advertising media and advertising methods.

VARIANT 5

1. Express your ideas on the issues:

- a) Characterize modern marketing researches.
- b) Name international and national brands. What images and qualities does each have?
- c) What advertising media and advertising methods do you know? What are the most influential?
- d) Describe stages in the launch of a new product.
- e) 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?

2. Give definitions to the following descriptions:

- a) how much a company thinks it will sell in a period;
- b) a description or characteristics of someone or something;
- c) to supply to shops, companies, customers;
- d) the use of well-known person to advertise products;
- e) the ideas and beliefs people have about a brand;
- f) a programme of advertising activities over a period, with particular aims;
- g) set of products made by a company;
- h) how much a company wants to sell in a period.

3. Fill in the gaps with appropriate words:

- a) Market researches are being asked to conduct studies and to compile more detailed ____ of consumer groups.
- b) We are developing a new _____ plan to regain some of our market ____.
- c) We use a number of _____ to measure quality.
- d) We have lost main ____ in some countries.
- e) L'Oreal sells cosmetics and toiletries to _____ around the world.
- f) Questionnaires are carefully designed to ____ the exact needs of consumers.

- g) During the ____ a number of serious production flaws were found.
- h) The quality control department found several faults during one of their ____.

4. Taboos in advertising.

VARIANT 6

1. Express your ideas on the issues:

- a) What is celebrity endorsement? What is its effect? Its advantages and disadvantages.
- b) What are the most important innovations for you in your daily life? Describe it.
- c) 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?
- d) How does the technique “market segmentation” work?
- e) Why do some people buy brands and others dislike them?

2. Give definitions to the following descriptions:

- a) the tendency to always buy a particular brand;
- b) the percentage of sales a company has;
- c) a group of customers of similar age, income level and social group;
- d) to introduce to the market;
- e) description of a typical customer;
- f) an important new plan with a particular aim;
- g) to increase sales by advertising, etc.;
- h) length of time people continue to buy a product.

3. Fill in the gaps with appropriate words:

- a) L’Oreal sells cosmetics and toiletries to ____ around the world.
- b) Questionnaires are carefully designed to ____ the exact needs of consumers.
- c) During the ____ a number of serious production flaws were found.
- d) Marketing involves deciding on the best ____ to sell the product.
- e) We offer a full ____ of cosmetic products.
- f) Advertising campaign can then be targeted to appeal to the identified ____.
- g) We use a number of _____ to measure quality.
- h) We are always _____ the quality of our products.

4. Describe methods of modern marketing researches.

VARIANT 7

1. Express your ideas on the issues:

- i) 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?
- j) Describe some of your favorite products. Which of them could you not do without?
- k) What advertising media and advertising methods do you know? What are the most influential?
- l) Characterize modern marketing researches.
- m) Why do some people buy brands and others dislike them?

2. Give definitions to the following descriptions:

- a) many different types of consumer who buy the same product;
- b) set of products made by a company;
- c) length of time people continue to buy a product;
- d) a group of interested people;
- n) the tendency to always buy a particular brand;
- o) using an existing name on another type of product;
- p) the percentage of sales a company has.

3. Fill in the gaps with appropriate words:

- a) We offer a full _____ of cosmetic products.
- b) Advertising campaign can then be targeted to appeal to the identified _____.
- c) If there is a faulty product, we usually offer customers _____.
- d) We measure how happy our customers are with an annual _____.
- e) We usually develop and _____ products under our existing brand name.
- f) This year L'Oreal _____ over \$180 m. in R&D.
- g) During the _____ a number of serious production flaws were found.
- h) Questionnaires are carefully designed to _____ the exact needs of consumers.

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

VARIANT 8

1. Express your ideas on the issues:

- a) Describe some of your favorite products. Which of them could you not do without?
- b) How does the technique “market segmentation” work?
- c) Why do some people buy brands and others dislike them?
- d) What is special about bottled-water business?
- e) What makes a good advertisement?

2. Give definitions to the following descriptions:

- a) a group of interested people;
- b) a programme of advertising activities over a period, with particular aims;
- c) how much a company wants to sell in a period;
- d) description of a typical customer;
- e) information about what customers want and need;
- f) how much a company thinks it will sell in a period;
- g) to find out;
- h) to increase sales by advertising, etc.

3. Fill in the gaps with appropriate words:

- a) We usually develop and ____ products under our existing brand name.
- b) This year L'Oreal _____ over \$180 m. in R&D.
- c) Marketing people must ____ the success of the campaign and modify it if necessary.
- d) We ensure that the machines are well-maintained by offering ____.
- e) We are affected by our competitor's latest _____ strategy.
- f) If there is a faulty product, we usually offer customers ____.
- g) We measure how happy our customers are with an annual ____.
- h) During the ____ a number of serious production flaws were found.

4. Describe the most influential advertising media and advertising methods.

VARIANT 9

1. Express your ideas on the issues:

- a) What is important in decision-making?
- b) What advertising media and advertising methods do you know? What are the most influential?
- c) Name international and national brands. What images and qualities does each have?
- d) What are the most important innovations for you in your daily life? Describe it.
- e) How does the technique "market segmentation" work?

2. Give definitions to the following descriptions:

- a) to check at a regular intervals;
- b) to find out (to discover);
- c) conclusions people reach about what product to purchase;
- d) the ideas and beliefs people have about a brand;
- e) many different types of consumer who buy the same product;
- f) to increase sales by advertising, etc.;
- g) using an existing name on another type of product;
- h) a business which advises companies on advertising and makes ads.

3. Fill in the gaps with appropriate words:

- a) Powerful brand names create strong consumer ____ .
- b) We provide our customers with a ____ lasting 10 years.
- c) We are always ____ the quality of our products.
- d) We use a number of ____ to measure quality.
- e) During the ____ a number of serious production flaws were found.
- f) Marketing people must ____ the success of the campaign and modify it if necessary.
- g) We ensure that the machines are well-maintained by offering ____.
- h) If there is a faulty product, we usually offer customers ____.

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

VARIANT 10

1. Express your ideas on the issues:

- a) Points that contribute to successful marketing
- b) Why do some people buy brands and others dislike them?
- c) What makes a good advertisement?
- d) What is important in decision-making?
- e) How does the technique “market segmentation” work?

2. Give definitions to the following descriptions:

- a) description of a typical customer;
- b) an important new plan with a particular aim;
- c) a method of evaluation;
- d) information about what customers want and need;
- e) the ideas and beliefs people have about a brand;
- f) set of products made by a company;
- g) a programme of advertising activities over a period, with particular aims;
- h) the use of well-known person to advertise products.

3. Fill in the gaps with appropriate words:

- a) We are always ____ the quality of our products.
- b) A chief executive officer is responsible for ____.
- c) Because of a loss last year the marketing department is trying to ____.
- d) As more and more industries are making products specifically adapted to particular ____ of the market.
- e) The quality control department found several faults during one of their ____ .
- f) Powerful brand names create strong consumer ____.

g) We provide our customers with a _____ lasting 10 years.

h) Marketing people must _____ the success of the campaign and modify it if necessary.

4. What are the most important innovations for you in your daily life? Describe it.