**1. Answer the questions:**

1. What is marketing?

2. Is marketing the same thing as advertising?

3. Who are the essential ingredients in marketing process?

4. What is the difference between selling and marketing? Are these terms synonymous?

5. What are three main parts of the marketing concept?

**2. Choose one topic for writing your essay.**

1. Explain the terms E-Commerce and E-Marketing. Which is more important? Why?

2. What are "consumer demographics?"

3. How are business consumers similar to final consumers? Different from final

consumers?

**3. Do the following tasks**

Task 1. Add one missing word to each sentence.

1. I should informed about all accidents in our \_\_\_\_\_\_\_\_\_\_\_\_.

2. The project was developed the \_\_\_\_\_\_\_\_\_\_\_\_ department.

3. The most \_\_\_\_\_\_\_\_\_\_\_\_ questions being discussed now.

4. Our head office situated in the \_\_\_\_\_\_\_\_\_\_\_ in Moscow.

5. The products \_\_\_\_\_\_\_\_\_\_\_ by the end of the year.

Task 2. Complete the sentences using one of the following words.

Delivered, vary, approach, objectives, dropped

1. Managers have to change their \_\_\_\_\_\_to decision-making depending on the process.

2. Managers are responsible for setting\_\_\_\_\_\_\_.

3. Your order will be \_\_\_\_\_\_\_\_ on Monday.

4. Our competitors\_\_\_\_\_\_ the prices.

5. The characteristics of management often\_\_\_\_\_according to national culture

Task 3. Translate the following sentences from English into Russian.

1. There are three groups of basic skills – human, technical, conceptual.

2. Technical skill is the ability to use specific knowledge, techniques and resources in

performing work.

3. The word “supervisor” is the term meaning a member of lower management.

4. Top managers are involved in long range planning, policy making and relations of the

company with the outside world.

5. He sets objectives, coordinates work, delegates authority, makes hiring, firing,

evaluating and just general management.

Часть 2

**1.Answer the questions:**

1. What kinds of money do you know?

2. What is bartering?

3. What are the examples of commodity money?

4. What is liquidity of money?

5. Why do world’s currencies have value?

**2.Translate the text:**

Banking

What am I going to do after university? Maybe I should consider a job in the world of

banking. There's a surprisingly wide range to choose from — for example, I could work for a highstreet bank. Let us see what's what and who's who. If to take the roof off a high-street bank, one

can reveal that lots of people work behind the scenes in banks. There's the clerical staff (sometimes

called bank clerks), and their job includes sorting cheques, making sure that each customer

receives a statement of his/ her account each month, keeping detailed up-to-date records of all

bank's business.

The Enquiries, Desk. This is where you go if you need advice about the bank's services.

The Manager. This is the person in charge of the bank. She or he: (a) gives customers

advice about their finances, (b) makes sure that the bank and its staff are working properly.

The Bank's Computer System. Modem Banks keep all their financial data in computers.

This makes it possible to check and provide information at the touch of button.

The Foreign Exchange Desk. This is where you go to buy or sell foreign currency.

The Vault. Money, important documents and valuable objects (e.g. paintings, jewellery)

are kept here. Vaults have very thick walls and strong, steel doors with complex locks.

The Cash Dispenser Machine. You need money but the bank's closed? No problem —

use the cash dispenser machine. All you have to do is: (a) put your cash-card into the machine, (b)

tap in your personal identification number and the amount of money you want. A few seconds later

the money appears. Thanks to machines like these, many banks are now open 24 hours a day.

So, money is an important part of everyday life. These days, money is hi-tech (modern,

well-designed and sophisticated). We have notes and coins, which are specially made. We use

credit cards. Banks and stock-exchanges can move millions at a touch of a button.

So, money is universal — but why? The answer is very simple. Without it trade would be

impossible, and people in any society need to exchange goods in order to survive.

**4. Match the words with their definitions.**

1. transactions, 2. data, 3. transfer, 4. withdraw, 5. loan

A. To move smth from one place to another.

B. Movement of money into or out of customer's account.

C. A fixed sum of money on which interest is paid, lent for a fixed period and usually for

a specific purpose.

D. Information or facts.

E. Take money out of account.

**5. Translate the sentences into English.**

1. Этот банк предлагает большой выбор финансовых услуг.

2. Рубль - валюта России.

3. Как я могу снять деньги со своего банковского счета?

4. Некоторые люди предпочитают копить, а не тратить.

5. Центробанк может повлиять на количество денег в стране.

3. Use these sentences in the reported speech.

1. My friend asked: "Can you transfer your money to a deposit account?"

2. The sales manager reported: "Sales have increased from £5 m to £7 m".

3. The CEO informed the employees: "Sales now stand at £7 m".

4. The bank manager warned me: "Do not lose your credit card".

5. My sister asked me: "How can I save more money?"

Часть 3

***Задание 1. Выберите правильный вариант.***

1. Marketing tends to be seen as a ………… industry, which includes advertising, distribution and selling.

a) steel b) creative c) heavy

2. Good marketing must be able to create a set of benefits for the ……………… .

a) customer b) government c) manager

3. To market a product is to ……………. a plan and put it into action.

a) decide b) make c) deliver

4. The most common variables used in constructing a marketing mix are price, promotion, product and ………………. .

a) field b) spot c) place

5. Marketing always results in a customer who is ready to ………………..

a) sell b) share c) buy

6. Marketing ………………… are generally concerned with the 4 P’s.

a) managers b) organizations c) objectives

7. Originally marketing was meant to help avoid ……………………….in industrially advanced countries.

a) overproduction b) overpopulation c) overpressure

8. All managers understand the role of marketing in ……………………business.

a) human b) exciting c) modern

9. Before selling the product you must do a lot of market ……………………. first.

a) planning b) research c) coordination

10. The company with the biggest sales in the ……………… is known as the market leader.

a) sector b) shops c) USA

***Задание 2. Вставьте вместо пропусков подходящее по смыслу слово или словосочетание.***

|  |
| --- |
| market research, service, promotions, marketing plan, advertising, opportunities, training program, [marketing manager](http://marketing.about.com/od/careersinmarketing/Marketing_Careers_and_Training.htm), challenge, marketing strategies |

1. To successfully market any type of business is a constant challenge, and business owners have to stay on top of the latest effective [……………………..](http://marketing.about.com/od/marketingplanandstrategy/a/Marketing-Strategy-Vs-Marketing-Plan.htm) and methods that are being used in their particular industry.

2. Any small business needs to grow, and to achieve the best growth the ………………… has to be adapted to what is working at the time.

3. When you work inside of your small business day in and day out or serve as a …………………. for a company there are days you just can't think of new marketing ideas.

4. Stay in touch with customers on a consistent basis to ensure that they think of you when they need your …………………….. again.

5. Most people who work in marketing will tell you it provides them with the ……………………they have always wanted.

6. Marketing offers various career………………., so it's easy to choose one that reflects your interest, values, and personal style.

7. Mars does not have a specific marketing ……………………for graduates.

8. Marketing trainees will learn about …………………., PR, consumer bonding, direct marketing and project management within their first two years.

9. Marketing has an affect on your sales, pricing, …………….. and your advertising strategies.

10. ………….is "the function that links the consumers, customers, and public to the marketer through information.

***Задание 3. Ответьте на следующие вопросы. (10 баллов)***

1. What is marketing?

2. What is a marketing plan?

3. What is the difference between market research and marketing research?

4. Why is marketing worth the expense?

5. Why is a marketing research important to your business?

***Задание 4. Грамматика***

1. ***Составьте новое предложение из предложения, данного в скобках. (10 баллов)***

1. (Where has Tom gone?) Do you know ……………………………….?

2. (What does this word mean?) Could you tell me …………………….?

3. (Is Sue going out tonight?) I don’t know ……………………………..

4. (How much does it cost to park here?) I can’t remember ……………..

5. (Who is that woman?) I have no idea ………………………………….

6. (How far is it to the airport?) Can you tell me …………………………

7. (Why didn’t Kate come to the party?) I don’t know ……………………

8. (Did Liz get my letter?) Do you know …………………………………?

9. (Is there a bank near here?) Can you tell me …………………………...

10. (Where is the post office?) Do you know ……………………………..?

1. ***Правильно закончите разделительные вопросы.***

11. Kate won’t be late, …………………?

12. You’re tired, ………………?

13. Kate’s applied for the job, ………….?

14. You wouldn’t tell anyone, ………….?

15. He’d never met her before, …………?

***Задание 5. Прочитайте следующий текст. Определите, какие высказывания соответствуют содержанию текста, а какие нет.***

Direct marketing is a channel-agnostic form of [advertising](http://en.wikipedia.org/wiki/Advertising) that allows businesses and nonprofits organizations to communicate straight to the customer, with advertising techniques that can include [Cell Phone](http://en.wikipedia.org/wiki/Cell_Phone) [Text messaging](http://en.wikipedia.org/wiki/Text_messaging), email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising.

Direct marketing messages emphasize a focus on the customer, data, and accountability. Characteristics that distinguish direct marketing are:

1. Marketing messages are addressed directly to the customer and/or customers. Direct marketing relies on being able to address the members of a [target market](http://en.wikipedia.org/wiki/Target_market). Addressability comes in a variety of forms including email addresses, mobile phone numbers, Web browser cookies, fax numbers and postal addresses.
2. Direct marketing seeks to drive a specific "call to action." For example, an advertisement may ask the prospect to call a [free phone](http://en.wikipedia.org/wiki/Toll-free_telephone_number) number or click on a link to a website.
3. Direct marketing emphasizes trackable, measurable responses from customers — regardless of medium.

Direct marketing is practiced by businesses of all sizes — from the smallest start-up to the leaders on the Fortune 500. A well-executed direct advertising campaign can prove a positive return on investment by showing how many potential customers responded to a clear call-to-action. General advertising eschews calls-for-action in favor of messages that try to build prospects’ emotional awareness or engagement with a brand. Even well-designed general advertisements rarely can prove their impact on the organization’s bottom line.

1. It’s not allowed to use advertising in direct marketing. TRUE/FALSE

2. Customers, data, and accountability are rarely the main targets of direct marketing. TRUE/ FALSE

3. Direct marketing messages can’t be sent by email. TRUE/ FALSE

4. Addressability in direct marketing is one of the most important forms of communicating the message. TRUE/ FALSE

5. Various advertising techniques are used to market a product directly. TRUE/ FALSE

6. Direct marketing is widely used by businesses of all sizes. TRUE/ FALSE

7. Direct marketing seldom gets measurable results from customers. TRUE/ FALSE

8. Direct advertising campaign can hardly prove a positive return on investment. TRUE/ FALSE

9. Building emotional awareness or engagement with a brand is not that important in direct marketing. TRUE / FALSE

10. By conducting direct advertising campaign you can find out the definite number of potential customers. TRUE / FALSE