An international manager should be creative and open for:

Выберите один ответ:

innovation

innovative

innovatively

innovate

The company has decided \_\_\_ their production operations overseas.

Выберите один ответ:

expansive

to expand

inexpensive

expansion

The \_\_\_ we received from the new product will be invested in modernizing our equipment.

Выберите один ответ:

profitably

profitability

unprofitable

profit

The management of our Chinese subsidiary has taken a number of measures for increasing labour:

Выберите один ответ:

productivity

product

produce

productive

Before entering a foreign market a company has to carry out a deep market:

Выберите один ответ:

approach

search

research

emphasis

The priority for a sales manager is providing:

Выберите один ответ:

customer complaint

customer satisfaction

customer segmentation

goodwill

Japanese managers pay a lot of attention to \_\_\_ high quality standards.

Выберите один ответ:

solving

recruiting

confirming

maintaining

Managers’ task is to identify a problem and find effective solutions to \_\_\_ it.

Выберите один ответ:

investigate

implement

cause

eliminate

The company has managed to build up a tremendous \_\_\_ among consumers due to providing high-quality personalized service.

Выберите один ответ:

relationship

liability

loyalty

cooperation

The R&D department is trying to make an \_\_\_ on introducing innovations in manufacturing process.

Выберите один ответ:

emphasis

account

evaluation

approach

According to German management \_\_\_ should obey their bosses.

Выберите один ответ:

suppliers

subordinates

competitors

colleagues

Everybody’s involvement in \_\_\_-making process is a typical characteristic of Japanese management.

Выберите один ответ:

team

goal

decision

quality

The quality of the completed work depends \_\_\_ the performance of every member of the team.

Выберите один ответ:

of

in

on

with

Before we started the process of \_\_\_ 2000 people were working in this factory.

Выберите один ответ:

delegation

delivery

automation

communication

The quality manager received some complaints from customers about the product:

Выберите один ответ:

availability

placement

reliability

development

I started my career in this company as a \_\_\_ manager.

Выберите один ответ:

train

trainee

traineeship

untrained

The company faces serious problems with the \_\_\_ of its product overseas.

Выберите один ответ:

distribute

distributional

distributor

distribution

This is a very \_\_\_ market. You need to assess everything before entering it.

Выберите один ответ:

competition

competitor

competitively

competitive

The marketing mix includes 4 Ps, which stand for Product, Place, Price and:

Выберите один ответ:

Promotion

Packaging

People

Process

The process of moving goods from the producer to the consumer is called:

Выберите один ответ:

selling

marketing

distribution

buying

Financing cultural or sporting events in exchange for advertising rights is called:

Выберите один ответ:

sponsorship

promotion

charity

aid

SWOT analysis includes such components as strengths, weaknesses, opportunities, and:

Выберите один ответ:

training

threats

targets

trade

We are planning to \_\_\_ a new product on the domestic market during the next quarter.

Выберите один ответ:

launch

modify

test

develop

The marketers of our company are concerned with establishing brand \_\_\_ among our customer.

Выберите один ответ:

image

loyalty

value

name

The market consisting of the country where a company is based and there are no other countries is called:

Выберите один ответ:

international

commodity

domestic

local

We need to pay more attention to conducting marketing \_\_\_ in order to improve all aspects of our company performance.

Выберите один ответ:

mix

research

strategy

plan

Our marketers have analysed the collected information and are ready to present the \_\_\_ to the top management.

Выберите один ответ:

diary

date

drawings

data

Our advertising plan includes a variety of techniques: television \_\_\_, newspaper advertisements and street advertising.

Выберите один ответ:

commerce

commercials

programmes

campaigns

High quality, high-priced products are called \_\_\_-market products.

Выберите один ответ:

big

top

up

down

We are planning to expand our product \_\_\_.

Выберите один ответ:

set

portfolio

brief-case

collection