***Fənninadı: İşgüzaringilisdili
Müəllim: AyselZahid q. Xəlilova
Kafedra: XariciDillər-2***

1.Write 5 word combination with “brand” and define them.What marketing research?
2. Write 5 word combinations with “price” and define them.Which promotional activities you can indicate?
3. What is branding process?
4. Which types of business organizations you can indicate?

5. What is 4 Ps and 4 Cs, write their definitions. What is marketing?
6. What is recruitment process? Draw up process.

7. Write about the joint stock company? What is market?
8. How do many countries protect their local products? What is protectionism?
9. What is the difference between brand and branding? Write 5 word combinations with “price”.
10. What are the advantages and disadvantages of headhunting?

11. Write 5 word combinations with "product". What is trade? Write about the International trade.
12. Write 5 word combinations with "trade". What GDP and GNP?
13. Write about the selection process of candidates. Write about the documents which are demanded by the companies when the candidates apply for a job.
14.Define: competitive, flogging a dead horse, ahead of the game.

15. Write advantages and disadvantages of Sole Proprietorship. Write advantages and disadvantages of Partnerships.
16. Write advantages and disadvantages of Corporation.
17. Write about business culture of Italy.
18. Write about business culture of United Arab Emirates.
19. Write about business culture of Brazil.
20. Write about business culture of South Korea.
21. Give definitions of the following idioms: to see eye to eye, a real eye opener, to be thrown in at the deep end, to get into hot water, to put one's feet in it, to get on like a house on fire, to be like a fish out of water
22. What is the difference between money and value?
23. Give definition of the following economic term: consumer spending. dividend, international division, stock market, revenue, tax refunds
24. What is Business Ethics?
25. Give the definitions of the following words: decline, double, triple, fall, fluctuate
26. How you can motivate high caliber staff?What is headhunting?
27.Define: latest technology, consistency, benchmarking
28. Give the definition of : tax, quota, fair trade, illicit trade, slush fund
29. What is subsidy? Is there any benefit for the country? Why?
30. What do these sayings mean?
a.“They don’t make them like they used to”
b.“Quality,not quantity”
c.”You get what you pay for”
d.Don’t judge a book by its cover”
31. Define: reliable, value for money, expensive, long lasting, hand-made
32. Write your opinion about this list of unethical activity:
1. Avoiding paying tax
2. Selling defective product
3.Ringing sick when you are not ill
33. Write your opinion about this list of Unethical Activity:
a.Taking extended lunch breaks
b.Giving good references to people you want to get rid of
c.Using work facilities for private purposes (personal phone calls)
34. Define: trustworthy, a slush fund, insider trading ,a whistle blower
35. Define: a bribe, fraud, a cover up, industrial espionage
36. Define: decisive, cautious, aggressive, magnetic
37. Define: ruthless, accessible, flexible, persuasive, impulsive
38. What is the difference between innovation and invention?

39. Define: brainwave, patent, prototype
40. How to make a successful Presentation?
41. Write about the Development Process of Product.
42. What is competition? Define the idioms: a level playing field, in the driving seat, to be neck and neck
43. Define the idioms: move the goalposts, keep your eye on the ball, ahead of the game, a one horse race
44. Define: monopoly, dominate, rival. Indicate promotional activities.
45.Write 5 word combination with trade.
46.Give the definitions of the following words: trustworthy, a slush fund, insider trading
47.Give definitions of the following words: durability,to launch,routine check
48.What is consumer satisfaction questionnaire? How do the companies measure the quality of the products?

49.What is Merchandise, Freight, Letter of credit?

50.Write about Certificate of Manufacture and Inspection, incoterms FOB,CFR,CFI.

51.Define the words :Customs, Customs Broker, Bonded Warehouse

52. What is Bid? Give definitions of “trade at” and “close at”. Write about flash trading.

53.Bear and Bull Market. What is their difference? What is Blue Chip?

54.Write about trade groups, association, stock market and ISO.

55. Give all the words related money like: Loose or spare change, grand or K, e-cash, ATM, fivers, tenners , bucks.

56. What is Trade? Write about International Trade.

57. Write 5 word combinations with "trade" and define them. What GDP and GNP?

58. What is gross margin, dividend, forecast, pre - tax profit, investment, subsidy, earning-per share, revenue, bankruptcy, stocks

59.Main documents used in International Trade. Define each of them.

60.What are Bill of Lading and pro-forma invoice?

61.What is the relationship between Market and Trade?

62.Which indices (Index/indices) of Trade you can indicate?

63. What is culture? Give all possible definitions.

64. What is incoterm?

65. What is Business Culture?

66.Define: drawing board, discovery, breakthrough, setback, pioneer

67.Indicate unethical behaviors.

68.What is globalization?

69.Which advantages and disadvantages of sole proprietorship you can indicate?

70.Write 5 word combinations with “company” and define them.

71.Which advantages and disadvantages of partnerships do you know?

72.Write 5 word combinations with "customer"

73.What is quality?

74.Which types of Business Organizations do you know?

75.Write about Invention.

Note: The first question will be any exercise chosen from the book Market Leader according to the studied Chapters. They will be given to You during the Exam. Other four questions You see in this file. Good luck!