



Английский язык в профессиональной деятельности.oi(dor_БАК_Мен) (3/5)

- 1 A professional who helps design, create, and supervise a marketing project is called ...
- 2 A person or an organization that buys a product or service is called a ...
- 3 A platform where vendors can come together to sell their products or services to a curated customer base is called ...
- 4 A strategic communications process that sets out to build and maintain mutually beneficial relationships between two or more parties is called...
- 5 Websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone society are called
- 6 According to the concept of 4 Ps, goods and services can be named ...
- 7 According to the concept of 4 Ps, communication is a part of ...
- 8 According to the concept of 4 Ps, getting the product to a point at which the customer can purchase is a ...
- 9 According to the concept of 4 Ps, the monetary amount charged for the product is ...
- 10 Установите соответствие между названием концепции и ее аббревиатурой:
- 11 Установите соответствие между термином и его аббревиатурой:
- 12 Подберите эквивалентный перевод к следующим фразам
- 13 Установите соответствия между предложением на английском языке и на русском языке:
- 14 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 15 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:





- 16) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
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- 18) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 19) A friend to his friend: "You know, yesterday my teacher said to me that some companies may follow the 4Ps Strategy (or 4P Strategy). And ... "Sorry, what does 4Ps mean? I suppose it might stand for product, price, place, and ... I can't imagine what the fourth point is!" Help him to find the fourth P.....
- 20) A woman to her friend: "My son finally got his dream job. Now, he works with promoting and generating new business at restaurants and he is an expert in knowing the potential customer and the cuising." "Is he a cook?", – she asked. "No, he is a manager". What manager does she mean?
- 21) The money earned by a business when its total revenue exceeds its total expenses is called ...
- 22) A person, group or organization with a vested interest, or stake, in the decision-making and activities of a business, organization or project can be called a ...
- 23) Money earned by a person, company, government, etc. over a particular period of time can be called an
- 24) ... value is value of an asset calculated according to its ability to produce income in the future:
- 25) ...awareness is the extent to which customers are able to recall or recognize a brand under different conditions.
- 26) The founding father theory of Bureaucracy was..... He was a German sociologist. According to him, Bureaucracy was an administration, which was carried out by trained professionals along with rules fixed by the government.
- 27) The separation of a work process into a number of tasks, with each task performed by a separate person or group of persons
- 28) theory is a set of behavioral theory which postulates that there is no single way or the best method to organize and lead an organization in a management set up.





- (29) The ...theory of management is incorporated into our recent understanding of management practice. It is concerned with the design and management of an organization.
- (30) Установите соответствие между названием функции менеджмента и ее объяснением:
- (31) Установите соответствие между термином и его аббревиатурой:
- (32) Подберите эквивалентный перевод к следующим фразам
- (33) Установите соответствия между предложением на английском языке и на русском языке:
- (34) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
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- (38) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (39) An examiner asks a student: "This theory is a theory of how rational individuals should behave under risk and uncertainty. The theory suggests that decision-making means the adoption and application of rational choice for the management of a private, business, or governmental organization in an efficient manner. What is the theory?" Help the student and name the theory
- (40) The next exam question says that this theory consists of many approaches to organizational analysis. "Organizations" are defined as social units of people that are structured and managed to meet a need, or to pursue collective goals. The theory includes rational system perspective, division of labor, bureaucratic theory, and contingency theory. Please name it:
- (41) A professional who helps design, create, and supervise a marketing project is...
- (42) A person or an organization that buys a product or service is...
- (43) A platform where vendors can come together to sell their products or services to a curated customer base is...





- 44) A strategic communications process that sets out to build and maintain mutually beneficial relationships between two or more parties is...
- 45) Websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone society are...
- 46) According to the concept of 4 Ps, goods and services are...
- 47) According to the concept of 4 Ps, communication is a part of...
- 48) According to the concept of 4 Ps, getting the product to a point at which the customer can purchase is...
- 49) According to the concept of 4 Ps, the monetary amount charged for the product is...
- 50) What depends on the degree that the leader has over the situation. This depends on two factors...
- 51) Name some of the contingency factors...
- 52) What are the benefits of good administrative management are?
- 53) What are some of the important duties and responsibilities of the manager?
- 54) Choose the two form interests.
- 55) Choose the rules and regulations that make every employee work obediently and respectfully.
- 56) Giving job security can enhance...
- 57) According to him, there are two types of leadership - ... and ...
- 58) Who popularized Contingency theory?
- 59) A woman to her friend: "My son finally got his dream job. Now, he works with promoting and generating new business at restaurants and he is an expert in knowing the potential customer and the cuisine." "Is he a cook?", - she asked. "No, he is a manager". What manager does she mean?





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- 61 A woman to her friend: “My son finally got his dream job. Now, he works with promoting and generating new business at restaurants and he is an expert in knowing the potential customer and the cuisine.” “Is he a cook?”, – she asked. “No, he is a ... manager”...
- 62 An examiner asks a student: “This theory is a theory of how rational individuals should behave under risk and uncertainty. The theory suggests that decision-making means the adoption and application of rational choice for the management of a private, business, or governmental organization in an efficient manner.” The theory is called...
- 63 The next exam question says that this theory consists of many approaches to organizational analysis. “Organizations” are defined as social units of people that are structured and managed to meet a need, or to pursue collective goals. The theory includes rational system perspective, division of labor, bureaucratic theory, and contingency theory. The theory is called...
- 64 Which perspectives in organization theory does not exist?

