



## Иностранный язык в профессиональной деятельности. фип(2/2)\_Реклама и связи с общественностью [42.03.01]

- 1 Match the terms to their definitions:
- 2 (three answers) The marketing terms ... are used in Russian without translation.
- 3 (one word) Measuring and comparing performance of a company, product, or service against similar entities in the same industry is called ...
- 4 (three answers) The terms ... are related to benchmarking.
- 5 (two words) Assessing the effectiveness and efficiency of a company's operations and processes is called ...
- 6 (two words) Proven methods or strategies that have demonstrated exceptional results in a particular industry are called ...
- 7 (two words) Gathering relevant information to identify trends and patterns is called ...
- 8 The term "Key performance indicator (KPIs)" means ....
- 9 (two words) Standards or reference points used as a comparison for measuring performance are called ...
- 10 The English language ...
- 11 By incorporating English in their brand names, slogans, and marketing materials, companies can create ...
- 12 To succeed in branding, companies should ...
- 13 Adapting marketing messages and materials to suit the local language, culture, and preferences of the target market is called ...
- 14 (two words) Conducting a study to gain insights into the target audience, their needs, behaviors, and preferences is called ...
- 15 (two words) Identifying the most appropriate communication channels and platforms to reach target audiences in each market is called ...



- 16 Put the steps for taking a company abroad in the right order:
- 17 (two words) Determining the profitability and return on investment potential in the new market is called ...
- 18 The SWOT analysis stands for ...
- 19 ... is an ever-evolving field, and it's important to continuously learn and adapt.
- 20 (two words) ... means developing communication strategies that bridge cultural differences and effectively communicate the brand's value proposition in a way that resonates with diverse target audiences.
- 21 You are a marketing manager with a Dubai-based company. The company has recently launched a new product. It is a black facial mask for men. The project's team lead is asking you to prepare a report on how well the mask is doing. How are you going to assess the performance of the black facial mask for men?
- 22 (one word) Identifying, anticipating and satisfying customer needs while making profit is called ...
- 23 Match the terms to their definitions:
- 24 (four answers) The marketing mix originally included ...
- 25 (one word) One of the criticisms of the marketing mix is that it is ... rather than consumer-oriented.
- 26 Match the letters of PEST to their meanings:
- 27 The objective of the PEST analysis is ...
- 28 Put the stages of marketing research in the correct order:
- 29 Match the research approaches to their descriptions:
- 30 (three answers) The research plan includes ...
- 31 (five answers) ... are necessary parts of a marketing plan.
- 32 The objective of the BCG analysis is ...
- 33 (two words) In BCG analysis, businesses and products that have a high market share but low growth potential are called ...



- (34) (one word) In marketing, we can use the term ... to describe both services and goods.
- (35) (one word) The physical things that people buy for personal use are called ... goods.
- (36) (three answers) ... are examples of industrial goods.
- (37) Put the stages of the product life cycle in the right order:
- (38) (one word) When the sales of a product are highest, it is called the ... stage.
- (39) (two answers) What makes services different from goods is that ...
- (40) (one word) The quality of not being physical is called ...
- (41) (one word) Companies can't store and inventory services because of their ... .
- (42) Read the description of several Apple products. The Macbook is a hugely popular product at the moment, but it's unlikely to gain any more market share. The iPhone has been selling well, and there's all indication that the sales are going to grow further. The iPod is a product that used to be popular in the past but now very few people buy it. Moreover, it's believed that the sales aren't going to increase. The Apple TV isn't selling well nor is it making much profit at the moment because there are other competitors. However, many experts agree that the demand is going to be higher in the future. How much investment does each product need? Why?
- (43) You will be able to ... if you know a foreign language.
- (44) ... is an ever-evolving field, and it's important to continuously learn and adapt.
- (45) According to hh.ru, ... of marketers stated on their CVs they could speak English at a high level.
- (46) Match the terms to their definitions:
- (47) (two words) Measuring and comparing performance of a company, product, or service against similar entities in the same industry is called ...
- (48) Put the stages of benchmarking in the correct order:



- (49) The terms ... are related to benchmarking.
- (50) (two words) Proven methods or strategies that have demonstrated exceptional results in a particular industry are called ...
- (51) (two words) Standards or reference points used as a comparison for measuring performance are called ...
- (52) A marketer can ...
- (53) “I’m learning a lot about the people who use the products of the company. I’m doing face-to-face interviews with them. I’ve also developed some questionnaires, I’ve been sending them out on social”. Which service is the marketer providing?
- (54) (two words) To succeed in an international market, make sure you .... This means you want to open up your mind to new ideas. This way, you’ll be able to work out inclusive campaigns.
- (55) (two words) Demonstrate your ... ! Learn about the local culture and draw upon it to develop marketing campaigns. It’ll help avoid misunderstandings and offence.
- (56) Put the steps for taking a company abroad in the right order:
- (57) When your company is only beginning to ... market, find out everything you can about the trade barriers, tariffs, taxation, intellectual property rights, and labor regulations.
- (58) Before entering a foreign market, it’s essential to research its key indicators such as GDP, population trends, income levels, and market growth rates. This description is about ...
- (59) By studying social networks such as Facebook, Instagram and X (formerly Twitter), ...
- (60) The SWOT analysis stands for ...
- (61) (two words) “ ... means developing communication strategies that bridge cultural differences and effectively communicate the brand’s value proposition in a way that resonates with diverse target audiences”.
- (62) Match the examples of words to the way they have been borrowed.
- (63) Match the terms to their definitions:
- (64) Put the stages of marketing research in the correct order:



- 65 Match the research approaches to their descriptions:
- 66 In marketing, sampling ...
- 67 .... data is information collected by or for an organization to address that organization's specific research question or needs
- 68 Strategic planning is ...
- 69 .... is the written document or blueprint for implementing and controlling an organization's marketing activities related to specified marketing strategy
- 70 .... are necessary parts of a marketing plan.
- 71 Marketing implementation ...
- 72 BCG stands for ...
- 73 The objective of the BCG analysis is ...
- 74 In BCG analysis, businesses and products that have a high market share but low growth potential are called ...
- 75 Low growth, low share businesses and products are called ....
- 76 In marketing, we can use the term ... to describe both services and goods.
- 77 The physical things that people buy for personal use or for business are called ....
- 78 Put the stages of the product life cycle in the right order:
- 79 (one word) ... is the final stage of the PLC during which sales fall rapidly.
- 80 What makes services different from goods is that ...
- 81 The quality of not being physical is called ...
- 82 Companies can't store and inventory services because of their ....



83 You're a marketer for a Moscow-based business. You've been selected to attend a trade fair over in Hong Kong. It's important for the company as they're thinking of setting up a branch there soon. What else do you think you should do while you'll be staying in Hong Kong?

84 Braniff Airlines got in trouble in 1987 when it promoted its new leather seats in Mexico with the same campaign it used in the United States: "Fly in leather." While the Spanish translation, "Vuela en cuero," was alright throughout much of Latin America, it had a different meaning in Mexico, where the expression translated as "fly naked." The promotion may have appealed to some flyers, but it was far from the message the airline intended to send. What should the company have done before launching the campaign?

85 Imagine you are running a startup that sells organic beauty products online. To promote your products and attract customers, you spend money on various marketing activities such as online ads, social media promotion, content marketing, and SEO. In a specific month, you spent: \$5000 on Google Ads \$3000 on VK Ads \$2000 on influencers \$1000 on content creation for your blog \$1000 on SEO During this month, you managed to acquire 200 new customers. What is the customer acquisition cost?

86 Suppose you own an online bookstore. You sent out an email campaign to 5000 of your subscribers, promoting a new collection of books. After the campaign, you noticed that 250 of those subscribers made a purchase. What is the conversion rate?

87 Let's say you own a subscription-based streaming service. On average, customers stay subscribed to your service for 3 years. They pay \$10 each month. The cost to service a subscriber each month is \$2. What is the customer lifetime value?