



## Иностранный язык в профессиональной деятельности.фл\_ДСИ\_м(3)

- 1 "What ... do?" – "She's a marketing manager".
- 2 "What ... ?" – "I'm thinking how to advertise our product better".
- 3 Now I ... Laura's clients while she's on vacation.
- 4 I think they ... an office in Moscow next time
- 5 The marketing campaign ... from 17th to 20th of October.
- 6 Yesterday when I sent a letter of complaint they ....
- 7 The manager ... sure they hadn't got the benefits.
- 8 When Michel passed International Marketing Exam, he ... for this company for five years.
- 9 Sue ... to the radio when somebody entered the office.
- 10 The internet connection was very slow, so the secretary ... to fax the documents
- 11 He .... English since March.
- 12 Our shares ... by 3% since the merger.
- 13 I .... My credit card on Internet as I don't find it safe.
- 14 The train to the airport ... at 12.20 so I have to be at the station by 12 o'clock.
- 15 Have you hear the news? MTS ... UMC.
- 16 My dear colleague, ... I make you a cup of nice tea?
- 17 The deal ... to be very successful.
- 18 The new software ... last week.





- 19 Interest rates ... by 1% by our competitors.
- 20 If you ... the order number in the wrong format the computer will not recognize the information.
- 21 If I ... a password I could enter the system.
- 22 I wish we ... more direct logistics last year.
- 23 Gathering information about sales of product is called market...
- 24 One way to do market research is to use...
- 25 Companies that make the same things are called ...
- 26 Learning about competition means learning what products they do and how much the products ...
- 27 A market is a group of potential .... with the authority and the ability to purchase a particular product or service.
- 28 Manufacturers and sellers must determine the price for their products or ...
- 29 ... means the publicizing of a product, organization, or venture so as to increase sales or public awareness.
- 30 Marketing ... is a combination of the factors that affect the sale of the product.
- 31 Give examples of products or services people buy to satisfy their ...
- 32 ... advertising attempts to convince you with facts and other information.
- 33 Match the tense indicators with the corresponding tense
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- 36 Match the words to make collocations
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- 38 Match the words to make collocations
- 39 Today, outstanding companies go all out \_\_\_\_\_ their customers. Many markets have settled into maturity, and there are not many new (customers) entering most categories. \_\_\_\_\_ is increasing, and the costs of attracting new customers are rising. In these \_\_\_\_\_, it might cost five times as much as to attract a new customer as to keep a current customer happy. \_\_\_\_\_ marketing typically costs more than defensive marketing, because it takes a great deal of effort and spending to coax satisfied customers away from competitors. Unfortunately, classic marketing theory and practice centre on the art of \_\_\_\_\_ new customers rather than retaining existing ones. The emphasis has been on creating \_\_\_\_\_ rather than relationships. Discussion has focused on \_\_\_\_\_ activity and sale activity rather than on post-sale activity. Today, however, more \_\_\_\_\_ recognize the importance of retaining current customers. According to one report, by \_\_\_\_\_ customer defections by only 5 percent, companies can improve \_\_\_\_\_ anywhere from 25 to 85 percent. Unfortunately, most company \_\_\_\_\_ systems fail to show the value of loyal customers. Thus, although much current marketing focuses on \_\_\_\_\_ marketing mixes that will create sales and new customers, the firm's first line of defence lies in customer retention. Put the words and phrases in the correct order to complete the sentences  
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