



Международная профессиональная коммуникация (английский язык).dor_МАГ(2/2)_23-076-М_231013

- 1 Creativity ... world inspires innovations
- 2 Creativity as an individual process require ...
- 3 Creativity as an individual process involve (choose several answers):
- 4 The creative ways of keeping records of your thoughts are (choose several answers):
- 5 Digital platforms are suitable for the production of creative content, because ...
- 6 The social level of the digital transition's influence on people be defined
- 7 Creativity defined as a cognitive process work such as (choose several answers):
- 8 Match creativity factors with the categories to which they belong:
- 9 Consider the case: In city X there were two big companies: A and B. Both companies produced woolen hats. The owners of these companies were both very creative people. The owner of the company A managed to save his company from bankruptcy during the COVID crisis. The situation was frightening and terrifying and he almost decided to give up. Nevertheless, he managed to pull himself and people around him together by creating an innovative organizational structure and developing original rules of inner execution. The owner of the company B achieved success by creating a new technology of an effective wool cutting and a new (and very attractive!) design for a hat. He got inspiration for this design from hours of observation of the headwear of the children with whom his children used to play in winter. Which of the reasons for the importance of creativity influenced the life and success of these Entrepreneurs?
- 10 A tint is color mixed ...
- 11 A shade is ...





- 12 Brand is ...
- 13 It is important for brand identity to be...
- 14 The elements of the brand identity are
- 15 The types of market research are
- 16 Name some of the brand assets:
- 17 Match these terms with these definitions:
- 18 Organize the steps which help to create a proper brand identity in the right way:
- 19 Consider the case: A businessman has to create the brand identity for his company, which produces wireless headphones. Very important elements of the identity are the brand's purpose, logo and color palette. Choose the best variants out of these: Brand's purpose:
- 20 Consider the case: A businessman has to create the brand identity for his company, which produces wireless headphones. Very important elements of the identity are the brand's purpose, logo and color palette. Choose the best variants out of these: Logo:
- 21 Consider the case: A businessman has to create the brand identity for his company, which produces wireless headphones. Very important elements of the identity are the brand's purpose, logo and color palette. Choose the best variants out of these: Color palette:
- 22 The main criticism towards neuromarketing is ...
- 23 The advantage of neuromarketing over traditional market research tools is ...
- 24 Neuromarketing have an impact on such marketing tools as:
- 25 The main strength of the use of Artificial Intelligence in neuromarketing is
- 26 ... was used in the first neuromarketing study published in 2003
- 27 Match these term with these definitions:
- 28 Match the methods of neuromarketing and their advantages:





- 29 Fill in the gap: ... is the ability to make or otherwise bring into existence something new, whether a new solution to a problem, a new method or device, or a new artistic object or form.
- 30 Choose the reasons why people are creative:
- 31 Match the problem and the reason why creativity is needed to solve it.
- 32 Match the terms with their definitions:
- 33 Choose what would you need to do in order to be creative:
- 34 Choose the statement that is true:
- 35 What's the connection between social conditions and creativity?
- 36 Technology has altered the cognitive behaviors and structures involved in...
- 37 Fill in the gap: The cost of innovation is significantly ... in the digital world than it is in analog.
- 38 Match the categories of creativity with their skills or factors:
- 39 Fill in the gap: A ... is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.
- 40 Give examples of where we can see branding and visual identity.
- 41 Choose the statements about a logo that are true:
- 42 Match the elements of brand design with their definitions.
- 43 Fill in the gap: Most brands choose two to three ... —often inspired by the logo—for basic, everyday use.
- 44 Choose the qualities of a good logo:
- 45 Choose the correct tips connected to fonts:
- 46 Fill in the gap: ... is the study of how people's brains react to advertising.
- 47 Match the terms with their definitions:



- 48) What are the cons of EEG?
- 49) Which method is recognized as the best when it comes to measuring the amount of perceptual, cognitive, executive, and emotional processes?
- 50) Which method refers to changes in sweat gland activity that are reflective of the intensity of our emotional state?
- 51) Which method is increasingly popular in neuromarketing due to their low cost, scalability, fast turnaround times, and intuitive metrics?
- 52) What is the most common criticism of neuromarketing?
- 53) What is the main downside of fMRI?
- 54) Match the terms with their definitions:
- 55) When would you apply brand research?
- 56) Fill in the gap: Brand ... is the extent to which customers are familiar with your brand, product, or service.
- 57) Choose a correct statement about brand perception:
- 58) Match the survey questions with the type of brand research.
- 59) Fill in the gap: A ... group consists of a group of people in your target market gathered together with a facilitator to discuss your brand.
- 60) What does an experienced interviewer do?
- 61) How should you work with online surveys?
- 62) Read the text below and fill in the gap: Thus, ... is the marketing communication strategy to inform, persuade, convince, and influence the decision making process of buyers when they choose a particular brand. It is done with the purpose of promoting brand awareness to create consumer's interest. So they could make sales and convert them into loyal customers.
- 63) Read the text below and fill in the gap: A ... is a brief description that compiles the organization's functions, ideals, business goals, values, and philosophy. In simple terms, it is a brief description of the business's fundamental purpose.





- 64 To what is the fact that brand promotion provides employment, the benefit?
- 65 To what is the fact that brand promotion reminds loyal customers how well the brand served them over the years, the benefit?
- 66 To what is the fact that brand promotion provides greater freedom of choice, the benefit?
- 67 Name the example of positive publicity:
- 68 Name the example of negative publicity:
- 69 Order takers:
- 70 Order getters:
- 71 Fill in the gaps: ... enables any company to make its presence known anywhere—even in the palm of your hand. ... focuses on providing value and inspiring loyalty and brand recognition. ... does not talk at you; it seeks to engage with you. It is more about establishing an online identity and positive feelings, rather than inspiring people to make a one-time purchase
- 72 How many Internet users are there in the world?
- 73 What is the benefit of digital branding for organizations?
- 74 What is the key to successful digital brand design?
- 75 What is the benefit of digital branding for non-profit organizations?
- 76 What is the benefit of digital branding for organizations?
- 77 Choose which questions should a successful brand message answer:
- 78 Fill in the gap with one of these options:
- 79 Read the list and decide in which situations a person will need creativity?
- 80 Read the text below: It includes factors of communication with other people and interaction with technology: support from other people, sharing ideas, having access to knowledge, instrumental support, etc. What category of creativity is mentioned there?





- 81) Read the text below: It is very essential in brand design as it has a direct and strong influence on the consumer's psychology. It has to be consistent across different platforms and products to make your brand look unified. Nevertheless you can endlessly experiment with it, you have to be careful not to go overboard. Characteristics of which element of brand design are mentioned in the text?
- 82) Consider the situation: The owner of the company Y has developed a brand design for his company, but it didn't work out: the consumers even started to avoid his company often after that. He decided to show his brand design strategy to professionals. Here are its characteristics: The primary colors: orange and brown The secondary color: pink The font: Algerian Animation is used, but moderately. Iconography is used excessively: for example, very complicated schemes All the elements are the same everywhere What elements of brand design of the company Y would you change to improve the situation?
- 83) Read the text below: It is recognized as the most detailed method for academic research. It is perfect for assessing deep and primary emotional states, also - the impact of static stimuli. It recognizes the changes in blood flows in response to different stimuli. The equipment is not very heavy and big. Characteristics of which neuromarketing research method are mentioned there?
- 84) Read the text below: It gets smarter with the increase in the amount of data used. It is able to discover patterns in complex data. Although, it often assumes that the future should be much like the past. Moreover, the results of the research don't provide any explanation. Characteristics of which neuromarketing research method are mentioned there?
- 85) Read the list below and decide in which situations should the owners use brand research?
- 86) Read the text below: This is an extent to which customers are familiar with your brand. You can assess it by giving them a closed question (Do you know company X?/Please, match the logos of the companies to their names.) or the open one (What is the name of the company to which this logo belongs?). It is divided into aided and unaided. This measurement gives information on how your business is performing overall. Characteristics of which brand research term are mentioned there?
- 87) Read the text below: It is the opposite of disruptive pop-up ads and it is significantly better. It is also known as sponsored content and it is an advertisement that matches the style of the platform where it appears. It may exist in the form of articles, blog posts, videos, photos, etc. Which type of ad is it?





- 88) Read the text below: It is considered to be the digital storefront location of your brand. The customers can find the basic information about the brand there. It should be simple and easy to navigate. Its design should be consistent and match the logo of the company. Which of the elements of digital brand design is this?
- 89) ... take inspiration from the outsideworld inspires innovations
- 90) ... always formed due to and through particular social conditions
- 91) Creativity as an individual process require physical activity, things and tools, motivation and different ...
- 92) Creativity as an individual process involve (choose three answers):
- 93) The creative ways of keeping records of your thoughts are (choose three answers):
- 94) Digital platforms are suitable for the production of creative content, because ...
- 95) The social level of the digital transition's influence on people be defined
- 96) Creativity defined as a cognitive process work such as (choose two answers):
- 97) Match the terms with their definitions:
- 98) Match creativity factors with the categories to which they belong:
- 99) In city X there were two big companies: A and B. Both companies produced woolen hats. The owners of these companies were both very creative people. Which of the reasons for the importance of creativity influenced the life and success of these Entrepreneurs?
- 100) ... is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another
- 101) Brand design is ... of creating visual identity, your brand's signature look and feeling that is instantly recognizable in a crowded market landscape
- 102) ... is color mixed with white, making it lighter
- 103) ... is color mixed with black, making it darker





- 104 It is important for brand identity to be...
- 105 The elements of the brand identity are ...
- 106 The types of market research are ...
- 107 Name some of the brand assets :
- 108 Match these terms with these definitions:
- 109 Organize the steps which help to create a proper brand identity in the right way:
- 110 A businessman has to create the brand identity for his company, which produces wireless headphones. Very important elements of the identity are the brand's purpose, logo and color palette. Choose the best variants out of these
- 111 ...measures brain activity by detecting and amplifying faint electrical signals, informally called brainwaves that are emitted continuously by the brain
- 112 The main con of the Implicit Measures method is the predictions assume that the future would be very much like ...
- 113 ... response refers to changes in sweat gland activity that are reflective of the intensity of our emotional state, otherwise known as emotional arousal
- 114 The main criticism towards neuromarketing is ethical concerns about consumer ...
- 115 The advantage of neuromarketing over traditional market research tools is ...
- 116 Neuromarketing have an impact on such marketing tools as:
- 117 The main strength of the use of Artificial Intelligence in neuromarketing is ...
- 118 ... was used in the first neuromarketing study published in 2003
- 119 Match these term with these definitions:
- 120 Match the methods of neuromarketing and their advantages:





- 121) The small startup company has decided to conduct a neuromarketing research to modify their products according to the customers' needs. This company produces notebooks and other office stationery. They have to find out if the customers like some special features of the new products or not and why. Choose one of the most suitable neuromarketing research tools:
- 122) The brand research is ... of market research that explores various components of branding
- 123) The brand awareness is ...to which customers are familiar with your brand, product, or service
- 124) The brand perceptionincludes awareness, associations, and interactions with ...
- 125) ... to use when establishing brand and competitive baselines, when launching the new product or service, when the target audience has changed, etc.
- 126) The advantages of brand research ...
- 127) Unaided brand awareness indicates that... (choose two answers)
- 128) The ways to establish brand loyalty is ...
- 129) Name the tools of brand research:
- 130) Match the terms with their definitions:
- 131) Match the questions and the types of brand research:
- 132) A small company that produces toys for different pets, decided to conduct brandresearch. They need to find out if the customers are aware of their brand, how theyrank their brand and if they are loyal or not to their brand.Choose the best question an online survey in the company's social media.for that survey:
- 133) ... is marketing communication strategy to inform, persuade, convince, and influence the decision making process of buyers when they choose a particular brand
- 134) The process of brand ... involves marketing the brand's name and logo, popularizing the mission statement and focusing on brand equity, gaining publicity through mass marketing strategies and enhancing brand perception, etc.





- 135) Mission statement is a brief description that compiles the organization's functions, ideals, business goals, values, and ...
- 136) The function of positive brand equity is to help the company to maintain superiority over its competitors and expand its product ...
- 137) The percentage of people who prefer buying from a well-known brand is ...
- 138) The reasons for brand promotion is ...
- 139) Personal selling is ...
- 140) The 360 Campaign is ...
- 141) Distribute the benefits of brand promotion to the groups:
- 142) Match the different types of personal selling to their definitions:
- 143) An IT company has to develop an advertising strategy. They work online and don't have an office. They find their clients via the Internet and the clients are mostly young entrepreneurs. Choose the best advertising options.
- 144) ... is what the company says and how it says it
- 145) Influencer marketing is ... of marketing that uses people with large social media followings to post about your brand
- 146) Examples of ... marketing are blog posts, infographics, podcasts, videos
- 147) The core elements of digital brand ... are smart goals, properly defined brand, target audience, the assets, the tools
- 148) The questions should the successful brand message answer are (choose three answers):
- 149) The avenue for online advertising are ...
- 150) The key to successful digital brand strategy is ...
- 151) The behavioral traits of digital customers are (choose three answers):
- 152) Match the terms with their definitions:
- 153) Match the components of digital branding to their characteristics:





- 154 The small startup is going to develop a digital branding strategy. They are an online language school and that's why they decided that influencer marketing would be the best option. Choose the most suitable influencers out of these ones.
- 155 Fill in the gap: ... is the ability to make or otherwise bring into existence something new, whether a new solution to a problem, a new method or device, or a new artistic object or form.
- 156 Choose the reasons why people are creative: (Select 3 correct answers)
- 157 Match the problem and the reason why creativity is needed to solve it.
- 158 Match the terms with their definitions:
- 159 Choose what would you need to do in order to be creative: (Select 3 correct answers) To be able to generate as many alternatives as possible, not paying attention to their uniqueness.
- 160 Choose the statement that is true:
- 161 What's the connection between social conditions and creativity?
- 162 Technology has altered the cognitive behaviors and structures involved in... (Select 3 correct answers):
- 163 Fill in the gap: The cost of innovation is significantly ... in the digital world than it is in the analog one.
- 164 Match the categories of creativity with their skills or factors:
- 165 Fill in the gap: A ... is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.
- 166 Give examples of where we can see branding and visual identity (select 3 correct answers): ...
- 167 Choose the statements about a logo that are true: (Select 3 correct answers)
- 168 Match the elements of brand design with their definitions.
- 169 Fill in the gap: Most brands choose two to three ... — often inspired by the logo — for basic, everyday use
- 170 Choose the qualities of a good logo:





- 171 Choose the correct tips connected to fonts: (Select 3 correct answers)
- 172 ... is the study of how people's brains react to advertising.
- 173 Match the terms with their definitions:
- 174 What are the cons of EEG? (Select 3 correct answers):
- 175 Which method is recognized as the best when it comes to measuring the amount of perceptual, cognitive, executive, and emotional processes?
- 176 Which method refers to changes in sweat gland activity that are reflective of the intensity of our emotional state?
- 177 Which method is increasingly popular in neuromarketing due to their low cost, scalability, fast turnaround times, and intuitive metrics?
- 178 The most common criticism of neuromarketing is ... privacy invasion.
- 179 What is the main downside of fMRI?
- 180 Match the terms with their definitions:
- 181 ... is a form of market research that explores various components of your branding.
- 182 When would you apply brand research? (Select 3 correct answers)
- 183 Fill in the gap: Brand ... is the extent to which customers are familiar with your brand, product, or service.
- 184 Choose a correct statement about brand perception:
- 185 Match the survey questions with the type of brand research.
- 186 Fill in the gap: A ... group consists of a group of people in your target market gathered together with a facilitator to discuss your brand.
- 187 An experienced interviewer never ...
- 188 How should you work with online surveys?





- 189) Read the text below and fill in the gap: Thus, ... is the marketing communication strategy to inform, persuade, convince, and influence the decision making process of buyers when they choose a particular brand. It is done with the purpose of promoting brand awareness to create consumer's interest. So they could make sales and convert them into loyal customers.
- 190) A ... is a brief description that compiles the organization's functions, ideals, business goals, values, and philosophy. In simple terms, it is a brief description of the business's fundamental purpose.
- 191) Match the words with their definitions:
- 192) Brand promotion provides employment – this is done for the benefit of ...:
- 193) Brand promotion reminds loyal customers how well the brand served them over the years – this is done for the benefit of ...:
- 194) Brand promotion provides greater freedom of choice – this is done for the benefit of ...
- 195) Name the example of positive publicity:
- 196) Name the example of negative publicity:
- 197) Order takers:
- 198) Order getters:
- 199) Fill in the gaps: ... enables any company to make its presence known anywhere — even in the palm of your hand. It focuses on providing value and inspiring loyalty and brand recognition. It does not talk at you; it seeks to engage with you. It is more about establishing an online identity and positive feelings, rather than inspiring people to make a one-time purchase.
- 200) How many Internet users are there in the world?
- 201) Match the words with their definitions:
- 202) What is the benefit of digital branding for organizations?
- 203) What is the benefit of digital branding for corporations?
- 204) The benefit of digital branding for non-profit organizations is ...





- 205) The benefit of digital branding for organizations is ...
- 206) Choose which questions should a successful brand message answer:
(Select 3 correct answers)
- 207) Have you ever searched for something only to see an ad for that very thing ten minutes later? Then you know firsthand the power of These reach customers who have already expressed interest in your business or services, whether by Googling it, by visiting your website or by liking your social net page.
- 208) What is the key to successful digital brand design?
- 209) Match the terms with their definitions:
- 210) You would apply brand research in the following cases: ... (Select 3 correct answers)
- 211) Fill in the gap: Brand ... is the extent to which customers are familiar with your brand, product, or service.
- 212) Choose a correct statement about brand perception:
- 213) Match the survey questions with the type of brand research.
- 214) Fill in the gap: A ... group consists of a group of people in your target market gathered together with a facilitator to discuss your brand.
- 215) An experienced interviewer never ...
- 216) How should you work with online surveys?
- 217) The ... of interviews are that they take more time, require trained interviewers, include participants travelling to a location for the interview, and incur costs for an interview location and facilitator compensation.
- 218) Read the text below and fill in the gap: Thus, ... is the marketing communication strategy to inform, persuade, convince, and influence the decision making process of buyers when they choose a particular brand. It is done with the purpose of promoting brand awareness to create consumer's interest. So they could make sales and convert them into loyal customers.





- 219) Read the text below and fill in the gap: A ... is a brief description that compiles the organization's functions, ideals, business goals, values, and philosophy. In simple terms, it is a brief description of the business's fundamental purpose.
- 220) Match the words with their definitions:
- 221) To what is the fact that brand promotion provides employment, the benefit?
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- 224) Name the example of positive publicity:
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- 226) Order takers:
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- 228) Fill in the gaps: ... enables any company to make its presence known anywhere—even in the palm of your hand. ... focuses on providing value and inspiring loyalty and brand recognition. ... does not talk at you; it seeks to engage with you. It is more about establishing an online identity and positive feelings, rather than inspiring people to make a one-time purchase
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- 232) What is the benefit of digital branding for corporations?
- 233) What is the benefit of digital branding for non-profit organizations?
- 234) What is the benefit of digital branding for organizations?
- 235) Choose which questions should a successful brand message answer: ... (Select 3 correct answers)



- 236) Read the text: Have you ever searched for something only to see an ad for that very thing ten minutes later? Then you know firsthand the power of These reach customers who have already expressed interest in your business or services, whether by Googling it, visiting your website or liking your social net page. Fill in the gap with one of these options:
- 237) What is the key to successful digital brand design?
- 238) ... is a form of market research that explores various components of your branding.
- 239) Read the list and decide in which situations a person will need creativity?
- 240) Read the text below: It includes factors of communication with other people and interaction with technology: support from other people, sharing ideas, having access to knowledge, instrumental support, etc. What category of creativity is mentioned there?
- 241) Read the text below: It is very essential in brand design as it has a direct and strong influence on the consumer's psychology. It has to be consistent across different platforms and products to make your brand look unified. Nevertheless you can endlessly experiment with it, you have to be careful not to go overboard. Characteristics of which element of brand design are mentioned in the text?
- 242) Consider the situation: The owner of the company Y has developed a brand design for his company, but it didn't work out: the consumers even started to avoid his company often after that. He decided to show his brand design strategy to professionals. Here are its characteristics: The primary colors: orange and brown The secondary color: pink The font: Algerian Animation is used, but moderately. Iconography is used excessively: for example, very complicated schemes All the elements are the same everywhere What elements of brand design of the company Y would you change to improve the situation?
- 243) Read the text below: It is recognized as the most detailed method for academic research. It is perfect for assessing deep and primary emotional states, also - the impact of static stimuli. It recognizes the changes in blood flows in response to different stimuli. The equipment is not very heavy and big. Characteristics of which neuromarketing research method are mentioned there?





- 244) Read the text below: It gets smarter with the increase in the amount of data used. It is able to discover patterns in complex data. Although, it often assumes that the future should be much like the past. Moreover, the results of the research don't provide any explanation. Characteristics of which neuromarketing research method are mentioned there?
- 245) Read the list below and decide in which situations should the owners use brand research?
- 246) Read the text below: This is an extent to which customers are familiar with your brand. You can assess it by giving them a closed question (Do you know company X?/Please, match the logos of the companies to their names.) or the open one (What is the name of the company to which this logo belongs?). It is divided into aided and unaided. This measurement gives information on how your business is performing overall. Characteristics of which brand research term are mentioned there?
- 247) Read the statements and answer the question. It reminds the loyal customers how well the brand has served them. It helps the business to build a long term brand. It saves the time and effort of the customer in making the purchasing decision as they are well informed. It educates the customer about the quality, quantity, price, use, availability of their branded products. Question: The benefits listed are for which categories of market players?
- 248) Read the text below: It is the opposite of disruptive pop-up ads and it is significantly better. It is also known as sponsored content and it is an advertisement that matches the style of the platform where it appears. It may exist in the form of articles, blog posts, videos, photos, etc. Which type of ad is it?
- 249) Distribute these into two categories (remember the name of the categories) and select the correct answer:\Search engine ads\SMART goals\The assets\Display ads\Social media ads\Target audience\Mobile feed ads\The tools\Desktop ads\Retargeted ads\Properly defined brand\
- 250) Read the text below:It is considered to be the digital storefront location of your brand. The customers can find the basic information about the brand there. It should be simple and easy to navigate. Its design should be consistent and match the logo of the company. Which of the elements of digital brand design is this?
- 251) Оцените свою удовлетворенность качеством видеолекций данной дисциплины по шкале от 1 до 10, где 1 - полностью не удовлетворен(а), а 10 - полностью удовлетворен(а).





- 252) Насколько понятным для вас языком написаны конспекты и другие текстовые материалы?
- 253) На сколько материалы курса актуальны и применимы в вашей учебе или работе?
- 254) Оцените, насколько для Вас интересны материалы курса по шкале от 1 до 10, где 1 - совсем неинтересно, а 10 - я полностью погружаюсь в изучение материалов и чувствую сильную мотивацию к обучению.
- 255) Какова ваша общая удовлетворенность контентом курса?
- 256) Что бы вы предложили улучшить в контенте курса? (Выберите один или несколько вариантов ответа)
- 257) Насколько, по вашему мнению, тестирования соответствуют изученным материалам курса?

