POSLOVNI ENGLESKI JEZIK


Pismeni deo

Gramatika: Past Tenses (Unit 1), Conditionals (Units 4, 5)

Vokabular: stručni termini iz oblasti Poslovnog engleskog jezika (Units 1-10)

Usmeni deo

Pitanja

1. What is branding? The basic features of a brand
2. Different types of brands
3. Managing brands
4. Globalisation – positive sides
5. Globalisation – negative sides
6. Compare a multinational company, an SME and a family-owned company
7. What is a merger, an acquisition and a joint venture
8. Are top managers overpaid? What are the lowest-paid jobs?
9. Taking out a loan – basic procedure
10. Should investors be risk-takers?
11. Stock market investments – basic steps that a potential investor should take when buying stocks/shares
12. What is free market? List the basic principles
13. What is the difference between a developed and an emerging market?
14. Describe the following: Supply/Demand, Market share, Market segmentation
15. What is market research? - describe the basic procedure
16. Marketing mix – the 7 Ps
17. Customer retention vs. Customer defection - How can companies successfully keep the existing customers?
18. What is SoCoMo strategy?
19. Have the internet ads become more influential than TV commercials?
20. Online advertising – basic types
21. Online advertising compared to traditional advertising
22. Describe the following: Teaser ads, Subliminal ads and Endorsement ads
23. HR management – the special skills HR manages should possess
24. The basic types of managers – democratic, autocratic, coaching, visionary, etc.
25. Applying for a job – basic steps