EXAM QUESTIONS

UNIT	QUESTIONS
1 CAREER	1. What are the ways to plan a career? 2. What are the benefits and drawbacks of self-employment in comparison to a job in a company or an institution? 3. What would be your ideal job? 4. What is "job for life"? Does the idea appeal to you?
2 ENTREPRENEURS	1. What characterises entrepreneurs? 2. Describe an entrepreneur you admire most of all. What made this person so successful? 3. What is a lifestyle business? Provide examples of lifestyle business.
3 BRAND MANAGEMENT	1. What is product fetishism? What are the reasons for it? 2. What makes a brand strong? 3. What is brand stretching?
4 INNOVATIONS	1. How important is creativity in business? 2. Are creativity and innovation the same thing? 3. What are characteristics of truly creative people?
5 ADVERTISING	1. What forms of advertising do you know? Which one(s) do you consider effective? 2. Think of a well-known market leader. To what do you attribute its market leadership? 3. What are the most powerful media of promoting goods/ideas? Why? 4. What is the marketing mix? 5. What sales promotion techniques are often used to stimulate sales?
6 PRICES & COMMODITIES	1. What is GATT? 2. What are the major economic systems? 3. What is psychological pricing?

7 MANAGEMENT STYLES & CORPORATE CULTURE	1. What is the role of a manager? 2. What qualities do you think a manager/a leader should possess? 3. Do men and women bring different qualities to business? 4. Are women as entrepreneurial as men? 5. Do you see yourself in a managerial position in the future? 6. What management style do you lean towards? 7. How can managers get the best out of people? 8. What types of corporate cultures do you know?
8 SUSTAINABLE BUSINESS AND ETHICS	1. How could businesses contribute to protecting the environment? 2. What are some practical ways in which people might work their way back towards a sustainable economy? 3. What environmental problems does your country face? 4. What ethical issues affect pharmaceutical companies / the food industry / the financial sector? 5. Do you think child labour should be banned? 6. Are some jobs more ethical than others?