

ВОПРОСЫ К ЭКЗАМЕНУ

1. Company structures: company's profile and structure.
2. Recruitment. World of professions; job hunting process.
3. Management styles: peculiarities of management styles in different countries.
4. Advertising and marketing: product selling; making up an advertisement of a product; peculiarities of national advertising.
5. Franchising: franchise selling; specific features of national franchising.
6. Retailing: selling and buying goods and services; channels of distribution, demand and supply; describing a personal profile of a consumer.
7. Banking: national banking system and financial services; internet banking.
8. The stock exchange. Financial market: shares, national currency, rates of exchange; investments.
9. The small business: types and administration; making up a business plan.
10. Insurance: types of risk; evaluating risk; evaluation risk forms.