The term ‘management’ refers to the set of activities, and often to the group of people, \_\_\_\_\_ in four general functions.

Выберите один ответ:

involve

involved

to involve

involves

Any managerial system \_\_\_\_\_ in terms of these general functions.

Выберите один ответ:

has been characterized

is characterized

be characterized

to be characterized

What is the difference \_\_\_\_\_ sales management and marketing?

Выберите один ответ:

in

between

out

about

A project management is in charge of \_\_\_\_\_ a certain project.

Выберите один ответ:

develop

to develop

developed

developing

What is the function of ‘\_\_\_\_\_ ’ ?

Выберите один ответ:

controlling

control

to control

controlled

If the partners in a joint venture repeat the activity, they \_\_\_\_\_ as a continuing partnership.

Выберите один ответ:

shall be recognized

be recognized

is recognize

will be recognized

What qualities and skills \_\_\_\_\_ for each position?

Выберите один ответ:

are required

are require

is required

be required

The top managers of a company set \_\_\_\_\_ .

Выберите один ответ:

objectives

shareholders

directors

plans

Top management \_\_\_\_\_ or dismissed by a company’s board of directors.

Выберите один ответ:

are appointed

appoint

is appointed

to appoint

\_\_\_\_\_ is marketing services firm that assists companies in planning advertisements.

Выберите один ответ:

Advertise

Advertisement

Advertising agency

Advert

\_\_\_\_\_ item of publicity to promote a product or service in newspapers, magazines, on TV, etc.

Выберите один ответ:

Advertising agency

Advertise

Advert

Advertisement

Before \_\_\_\_\_ the goods you must do a lot of market research.

Выберите один ответ:

sell

sells

to sell

selling

Marketers have \_\_\_\_\_ or anticipate a consumer need.

Выберите один ответ:

to identify

identify

identified

identifying

If a market leader \_\_\_\_\_ in increasing the size of total market, its competitors benefit.

Выберите один ответ:

succeeded

succeed

to succeed

succeeds

\_\_\_\_\_ challengers cannot use the same strategies as leaders.

Выберите один ответ:

Shop

Benefit

Market

Distribution