Запитання до заліку

6 семестр

Бізнес англійська

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| 1. Do you have any tips for building resilience?
2. What is reliance? Do resilient people feel negative emotions?
3. Why is coaching so important in today's world?
4. Name most important benefits of hiring a coach
5. Who is a coach and who is a coachee? Why is coaching so important in today's world?
6. What is digital marketing and why do you think is it such an important trend?
7. What is SEO and how does it work in sales?
8. How can a retailer create positive customer experience?
9. Why is it important for a retailer to personalise adverts? What are most popular social media platforms for advertisement and why?
10. What is a search engine? What search engines do you know?
 | **Marketing trends** |
| 1. What are the benefits of working collaboratively and how can we work together more effectively?
2. What is collaboration?
3. What leadership styles do you know? Which one do you consider the most effective?
4. Why is communication one of the keys to success is collaboration? What are the most effective communication channels these days?
5. How is it possible to form a sense of community in a company?
6. Why is it more effective to work in teams compared to working alone? How is it better to get to know the strengths and weakness of the team members?
 |  Working in a company |
| 1. Which tips do you think are the most useful for writing a good CV?
2. How can an applicant prepare for an interview?
3. What are flexible working arrangements and why are some people against them?
4. Can companies benefit from offering flexible working arrangements to their employees?
 |  Preparing for a job |