

**ДЕМОНСТРАЦИОННЫЕ ВАРИАНТЫ ЗАДАНИЙ КОНКУРСА ДЛЯ  
ШКОЛЬНИКОВ ПО МЕЖДУНАРОДНОМУ БИЗНЕСУ  
«Будущее международного бизнеса / Future of International Business» (на  
английском языке)**

**Примерные темы проектов для конкурса**

1. Формула успеха: какими качествами должен обладать менеджер будущего.
2. Предприниматели нового поколения: от прибыли к предназначению.
3. Стратегия цифровой трансформации как ключевой фактор конкурентоспособности современных компаний.
4. Изменение менеджмента под влиянием искусственного интеллекта.
5. Стратегии развития компаний в SHIVA-мире.
6. «Умные» заводы: новая эра глобального производства.
7. Роль инноваций в деятельности современных компаний.
8. Голубые океаны: стратегии создания новых рынков в перенасыщенной экономике.
9. Устойчивое развитие фирм: от тренда к стратегическому преимуществу.
10. Зеленая логистика: как прозрачность и экологичность меняют глобальные поставки.
11. Демографические факторы как стратегический вызов для менеджмента.
12. Глокализация: секрет успеха международной компании в XXI веке.
13. Цифровые экосистемы: новая эра взаимодействия бизнеса и клиента.
14. Лидерство в эпоху неопределенности.
15. Роль эмоционального интеллекта в менеджменте.
16. Agile-менеджмент: гибкие методологии как ответ на вызовы времени.
17. Феномен единорогов: секреты взрывного роста стартапов.
18. Роль тайм-менеджмента для руководителя.
19. Гибридный формат работы: новая реальность или вынужденная мера?
20. Профессии завтрашнего дня: как оставаться релевантным на рынке труда.

21. Мультикультурные команды: вызовы и преимущества управления разнообразием.
22. Роль корпоративной культуры в организации.
23. Геймификация в бизнесе: как вовлекать клиентов и сотрудников.
24. Краудфандинг: метод финансирования в цифровую эпоху.
25. Философия совместного потребления (sharing economy) как тренд нового времени.
26. Маркетинг в эпоху искусственного интеллекта
27. Эко-маркетинг vs гринвашинг.
28. Поколение Z как глобальный потребитель.
29. Поколение альфа: код доступа к поколению цифровых аборигенов.
30. Роль социальных сетей в политике продвижения современных компаний.
31. Эра влияния: как инфлюенсеры меняют потребительские привычки.
32. От экономики вещей к экономике впечатлений: новый язык потребления в XXI веке.
33. Честный маркетинг: как этика и устойчивое развитие формируют лояльность.
34. Личный бренд руководителя как важный инструмент продвижения компаний.

## Образец конкурсного теста

1) Выберите правильный ответ.

11. As soon as the boss \_\_\_\_\_ we will start the meeting.  
a) arrive                    b) will arrive                    c) arrives                    d) have arrived

12. There is \_\_\_\_\_ money left.  
a) little                    b) few                            c) many                            d) any

13. He \_\_\_\_\_ furious when he heard the news.  
a) must be                    b) must to be                    c) must has been                    d) must have been

14. She suggested \_\_\_\_\_ in silver.  
a) to invest                    b) to be investing                    c) investing                            d) should invest

15. That's the office block \_\_\_\_\_ my mother used to work.  
a) which                    b) where                            c) what                                    d) in where

16. They told us they already \_\_\_\_\_ the report.  
a) have read                    b) read                            c) had read                            d) had been read

17. She turned down the job offer \_\_\_\_\_ to work shifts.  
a) not wanting                    b) wanting not                    c) not wanted                            d) not having wanted

18. All luggage \_\_\_\_\_ be labelled with the passenger's name and seat number.  
a) can't                    b) must                            c) should                                    d) have to

19. He \_\_\_\_\_ in the same company for forty-seven years, then he retired.  
a) had been working                    b) worked                            c) has worked                            d) had worked

20. Our new model is \_\_\_\_\_ the old model.  
a) as big as                    b) so big as                    c) more bigger                            d) not as big as

**Total – 20**

2) Заполните пропуски правильными формами глаголов в скобках.

A small company, A&C Exports, 1 \_\_\_\_\_ (to see) its annual export sales rise by 40% since it 2 \_\_\_\_\_ (to improve) its foreign language skills. Anna Koreneva, a language specialist, is the key to the firm's export success.

When Anna 3 \_\_\_\_\_ (to appoint), she 4 \_\_\_\_\_ (to speak) Spanish and French fluently, but her knowledge of Portuguese was poor. Before 5 \_\_\_\_\_ (to take up) her new post, she set about improving it. She listened to Portuguese while she 6 \_\_\_\_\_ (to drive), she watched Portuguese videos and read newspapers, magazines, and even cans of Brazilian coffee. During her first phone call to Portugal she 7 \_\_\_\_\_ (to explain) that she 8 \_\_\_\_\_ (to learn) their language, and asked their clients to be patient with her if she 9 \_\_\_\_\_ (to make) mistakes, and she 10 \_\_\_\_\_ (to reward). Anna is teaching Spanish to senior staff, and she says she's going to have a working knowledge of Portuguese by Christmas.

**Total – 10**

**3) Заполните пропуски подходящими по смыслу словами из списка.**

*dustbin survey, campaign, samples, survey, blind, ideas, focus group, consumers, questionnaires, attitudes, find out, market research*

Organizations which want to 1 \_\_\_\_\_ how the public perceive their products or services usually carry out some form of 2 \_\_\_\_\_. A street 3 \_\_\_\_\_ where passers-by answer questions or complete 4 \_\_\_\_\_, is the most common method. Another is 5 \_\_\_\_\_ testing, where volunteers taste and analyse anonymous 6 \_\_\_\_\_ of food and drink. A 7 \_\_\_\_\_, where a researcher visits households and studies the labels of the products which have been consumed, is useful for longer-term research. A very sophisticated technique is to run a 8 \_\_\_\_\_. This is where a researcher encourages a group of 9 \_\_\_\_\_ to discuss their 10 \_\_\_\_\_ to different products. This discussion is secretly observed and often filmed.

**Total – 10**

**4) Прочтайте текст и ответьте на вопросы по его содержанию.**

**Getting better service**

Australians call the British "whingeing Poms" because they complain so much. But a new study suggests that Brits should whinge more, not less. A team led by Chris Voss of the London Business School found that service quality in Britain is typically worse than in America. One reason, the research suggests, is that British customers complain less about bad service than hard-to-please Americans do.

The failure to complain is everywhere in Britain. Hunter Hansen, an American who runs the Marriott Hotel in London's Grosvenor Square, notes that a British guest would make a fuss only about a significant problem-and even then, would do so in a roundabout way. Americans are critical of even small mistakes. The result, Mr Voss finds, is that Brits suffer. But so do companies in Britain's service industries: they do not receive much feedback, and so lose a chance to improve service quality.

In America, well-run companies have "service recovery" strategies. Staff at the Marriott Group are trained in the LEARN routine - Listen, Empathise, Apologise, React, Notify. The Ritz-Carlton hotel chain trains its staff not just to say "sorry" but "*please accept my apology*" and gives them a budget to reimburse angry guests.

However, when Brits finally dare to express their dissatisfaction, they get what they want. Mr Voss told his doctor that he would like to have the results of tests more quickly. "*The next time, I got them sooner*," he says, in surprise.

### **1. Why is service quality worse in Britain than in America, according to the study?**

- a) Because American companies train their staff better.
- b) Because British people don't complain often enough.
- c) Because British workers aren't very good at their jobs.
- d) Because Americans don't mind when service is bad.

### **2. How do British hotel guests usually react to a problem?**

- a) They get angry and ask for the manager immediately.
- b) They only complain about big problems.
- c) They usually say nothing because they don't want to be rude.
- d) They post negative reviews online.

### **3. What negative consequence do British companies face if people don't complain?**

- a) They lose customers to American companies.
- b) They don't know what to improve because they get little feedback.
- c) They have to pay a lot of money to customers who complain.
- d) Their staff stop working hard.

### **4. Which of these ideas is NOT mentioned in the text as a good way to deal with complaints?**

- a) Teaching staff the LEARN method.
- b) Letting staff spend money to make unhappy customers feel better.
- c) Using computer programs to understand all customer comments.
- d) Teaching staff to say "*please accept my apology*" instead of just "*sorry*".

**5. What does the story about Chris Voss and his doctor show?**

- a) Complaining in Britain never works, so he was very surprised.
- b) If British people do complain, it can actually help them.
- c) It is a waste of time to complain about doctors in Britain.
- d) Doctors listen to complaints more than hotel workers do.

***Total – 10***