



evropský
sociální
fond v ČR



EVROPSKÁ UNIE



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MLÁDEŽE A TĚLOVÝCHOVY



OP Vzdělávání
pro konkurenceschopnost

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



Gymnázium
Střední odborná škola
Vyšší odborná škola

LEDEČ NAD SÁZAVOU

VÝUKOVÝ MATERIÁL

MARKETING A EKONOMIE

(ANGLICKÁ VERZE)

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Vytvořeno v rámci projektu:

S anglickým jazykem do dalších předmětů

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Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem ČR.

MARKETING

1 *View slideshow Marketing and find words which you don't know. Find these words (or phrases) in the dictionary. Create your own dictionary and write found words into it.*

2 *Match the Czech words / phrases from the presentation with their English equivalents.*

based on	současný
business discipline	zaměřit se na
contemporary	výzkum trhu
focus on	matice
market research	cílový trh
market share	podíl na trhu
matrix	vývěsní štít
profitable	podniková disciplína
shop signboards	ziskový
target market	na základě

3 *You read about Kotler's concept of business management in the presentation. What do you think? Which of the following corresponds to Kotler's concept?*

- a. the production concept
- b. the sales concept
- c. the product concept
- d. the marketing concept

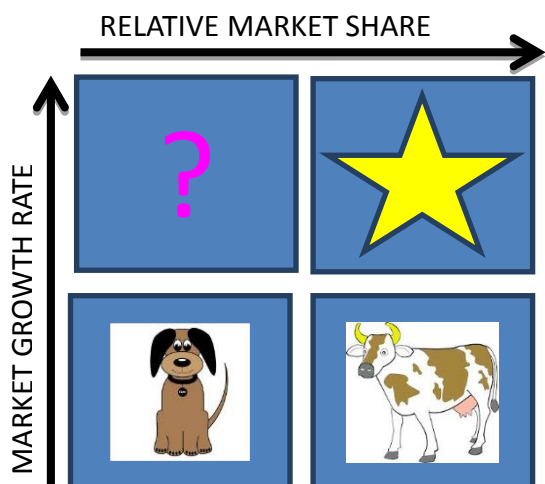
This concept is based on the fact that consumers prefer cheap and widely available products. The companies concentrate on high production efficiency, low costs, and mass distribution.

The consumers prefer products that offer the most quality, performance, or innovative features.

The companies do an aggressive selling and promotion policy because they think the costumers don't need their product.

The company is not based on what makes (or has made, invented etc.). But it watches the real needs of the market (what the customer wants).

4 Describe each part of BCG matrix. And choose which of following belongs to these parts.



Product A – Our firm produce it for many years. It's very popular, it doesn't need an advertising because people buy it regularly. We have a larger market share than our competitors but we can't find new customers.

Product B – We started selling this product 6 months ago. We did a big promotion but the consumers aren't much interested in it.

Product C – We started selling this product 6 months ago. We did a big promotion and people seem to like our product. But we can find people who don't know it.

Product D – We have been selling this product for two years. The consumers often buy it but we want to gain customers from our competitors. And we hope we will be successful if we do a new advertising in magazines.

5 Which definition of English words /phrases from task 2 is right?

1. to concentrate on
2. a board displaying the name or logo of a shop
3. the ability to make choices that will help grow the business
4. a group of customers which is the most important for
the company
5. financial gain
6. the activity of gathering information about consumers'
needs and preferences
7. the part of a market controlled by a particular company
or product
8. single entity with expressions in rows and columns
9. coming or deriving from, having a basis in
10. living or occurring at the same time

6 *Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.*

Marketing vs. Sales

Today, let's talk about the difference between marketing and sales.

To know the difference between marketing and sales, we have to get insight about the definition of marketing.

Marketing is:

- Social and managerial process that an individual or group get their desires through creating, offering, and changing a something which valuable one another.*
- The goal of marketing is knowing customer in such way aspect so that product is suitable and can be sold to him.*
- Ideally, marketing causes customer ready to buy.*
- Marketing process contains opportunity market analysis, research and choose compartment market, design marketing strategy, design marketing plan, organize, perform and watch marketing effort.*

After we have known the definition of marketing, we can learn with easy to differentiate between marketing and sales.

The difference of marketing and sales.

Marketing is more complex than sales, where marketing contains planning process from product design, price determination, make distribution path, and promotion strategy.

Whereas sales is only to sell. Marketing is not only aim to sell, but also maintain good relation with customer so that they will buy continually or to become loyal customer.

Resource: <http://marketingforbeginner.blogspot.cz/2006/12/marketing-vs-sales.html>

7 *Decide whether these statements are true or false.*

There isn't a difference between marketing and sales.

Marketing is easier than sales.

The goal of marketing is to understand the customers.

Companies use the marketing only for selling.

Planning process is the most important part of marketing.

Good relationship with customers means loyal customers who repeat their purchases.

MARKET ENVIRONMENT

1 *View slideshow Market environment and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.*

2 *Match the Czech words / phrases from the presentation with their English equivalents.*

affect	okolí podniku
analysis	životní cyklus výrobku
competition	analýza
constraint	vymyslet
efficiency	plat
invent	zaměstnanci
market environment	ovlivňovat
product life cycle	omezení
salary	výkonnost
staff	konkurence

3 *The SWOT analysis is very important. The managers use this method for strategic planning. This technique is used by companies and non-commercial organizations. Decide which of the following belongs to weaknesses, opportunities, strength or threats.*

- a. qualified employees
- b. storm
- c. your competitor find a cheaper supplier
- d. machines are often broken
- e. your firm cooperates with the schools
- f. your salesman was accused of a crime
- g. there is a very gifted designer in your company
- h. your company influences the environment negatively

4 You read about public as a part of micro-environment in the presentation. We distinguish several types of public: financial institutions, media, government, local government, general public, employees of the company and non-profit organization. Choose which of these is important for following organizations:



5 Which definition of English words / phrases from task 2 is right?

1. a limitation or restriction
2. the money you get every month for the work you have done
3. detailed examination of the elements or structure
of something
4. to create or design (something that has not existed before)
5. the group of people who work at the same company
6. the activity of other companies in our business branch
7. the ability to work effectively
8. business technique that describes the different stages
of product development
9. surroundings of the company
10. to have an influence on something

6 Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.

The PESTLE Factors

The PESTLE Analysis is a framework used to scan the organization's external macro environment. The letters stand for Political, Economic, Socio-cultural, Technological, Legal and Environmental.

We start with the Political forces. First of all, political factors refer to the stability of the political environment and the attitudes of political parties or movements. This may manifest in government influence on tax policies, or government involvement in trading agreements. Political factors are inevitably entwined with Legal factors such as national employment laws, international trade regulations and restrictions, monopolies and mergers' rules, and consumer protection. The difference between Political and Legal factors is that Political refers to attitudes and approaches, whereas Legal factors are those which have become law and regulations. Legal needs to be complied with whereas Political may represent influences, restrictions or opportunities, but they are not mandatory.

Economic factors represent the wider economy so may include economic growth rates, levels of employment and unemployment, costs of raw materials such as energy, petrol and steel, interest rates and monetary policies, exchange rates and inflation rates. These may also vary from one country to another.

Socio-cultural factors represent the culture of the society that an organization operates within. They may include demographics, age distribution, population growth rates, level of education, distribution of wealth and social classes, living conditions and lifestyle.

Technological factors refer to the rate of new inventions and development, changes in information and mobile technology, changes in internet and e-commerce or even mobile commerce, and government spending on research. There is often a tendency to focus Technological developments on digital and internet-related areas, but it should also include materials development and new methods of manufacture, distribution and logistics.

Environmental impacts can include issues such as limited natural resources, waste disposal and recycling procedures.

Resource: http://oxlearn.com/arg_Marketing-Resources-PESTLE---Macro-Environmental-Analysis_11_31

7 Decide whether these statements are true or false.

PESTLE analysis is used to obtain information about the business environment.

Unemployment, inflation rates and tax policy belong to economic factors.

PESTLE analysis examines social classes.

Technological factors focus on changes in the Internet, e-commerce or mobile commerce.

Environmental factors include examining weather.

THE PRICE

1 View slideshow *The price* and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.

2 Match the Czech words / phrases from the presentation with their English equivalents.

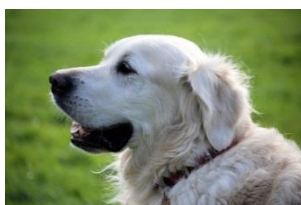
amount	prvek, část
attract	množství
depend on	záviset na
discount	vliv
element	vytvořit
establish	přilákat
feature	dopad
impact	funkce
influence	sleva
persuade	přesvědčit

3 Pricing depends on many factors. You read some factors in the presentation. Choose which factors (in your opinion) are the most important for these types of product.

Pricing factors:

- Cost of productions
- Competition
- Demand
- Company objectives
- Economic factors
- Political factors

Product:



Zdroj obrázků: <http://pixabay.com>

4 Describe each kind of discounts. Choose which advertising is right for these types of discounts.

Discount for prompt payment

Quantity discount

Seasonal discount

Discount for worse quality

Refund (you give back the old product and you get a discount for new product)

25,90

If you buy 5 or more products.

Price for one product 32,-

Do you need a new car?

Bring your old car and you get discount

50.000,- for a new type of Škoda.

**CLOTHING FROM
SHOP WINDOWS**

45% sale

5 Which definition of English words /phrases from task 2 is right?

1. to rely on, to be influenced by
2. an aspect of something
3. the part
4. a particular effect of something
5. cause (someone) to do something
6. the quantity
7. the effect
8. a price that is lower than usual
9. to cause to like or to make someone want to come closer
10. to set up

6 Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.

UI Employee Discount Vendor Agreement Instructions

Thank you for your interest in the University of Iowa Faculty and Staff Discount Program. We are very happy you wish to provide discounts to over 14,000 University of Iowa employees. Please complete the online web form agreement. Your offer to participate is valid from today until you advise us you no longer wish to participate in the program. The University reserves the right to discontinue vendor participation in the Employee Discount Program at its sole discretion.

The following are requirements for vendors to participate in the program:

- Firms must offer discounts as they have described them on the "University of Iowa Employee Discount Program Vendor Agreement" form for a minimum of one year.*
- The discounts offered will be standing discounts (not one-time only specials) and must be 10% or greater for the entire order.*
- We require a phone number, an email contact, and a brick and mortar address to appear on each website included in our program.*
- All University of Iowa faculty and staff (full time and part-time employees who are eligible for benefits, not temporary or student employees) will be eligible for discounts at participating businesses. Vendors may ask customers to show a valid University of Iowa Identification Card.*
- An up-to-date listing will be posted on our web site to provide exposure for your company.*
- Please contact us if you wish to change the description of, or your participation in, the discount program.*
- We reserve the right to deny any vendor from participating in our program at our discretion.*

If you have questions about the University of Iowa Discount Program, please do not hesitate to contact us.

Resource: <http://hr.uiowa.edu/uiedp-vendor-agreement>

7 Decide whether these statements are true or false.

The University of Iowa is looking for partners to provide discounts.

If you want to be a discount partner you'll contact the university by telephone or e-mail.

The discounts have to be provided to all 14.000 employees.

The discounts can also be on-time offers.

The discounts are provided to students too.

THE PRODUCT

1 *View slideshow The product and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.*

2 *Match the Czech words / phrases from the presentation with their English equivalents.*

brand	nehmotný
core	hmotný
decline	rychloobrátkové zboží
durable	dlouhodobý
FMCG	dodávka, dodání
immaterial	jádro
marking	značka
saturation	pokles
supply	nasycení, saturace
tangible	značení

3 *Which products are tangible and which non-tangible? Which of tangible are FMCG and which are durables?*

- | | |
|-------------------------|------------------------|
| a. roll | f. work of electrician |
| b. ship | g. appendectomy |
| c. hairdressing service | h. new PC game |
| d. charity event | i. graphics card |
| e. book | j. education |

4 *Decide which part of the product is it?*

- | | |
|----------------------------|-----------------------|
| • Technical specifications | • Marking |
| • Design | • Packaging |
| • Brand | • After-sales service |



DIMENSIONS:

Depth: 2.15 Ft

Width of cabinet only: 1.95 Ft

Width with doors closed: 2.03 Ft

Height: 6.15 Ft



SERVICE & SUPPORT



5 Which definition of English words /phrases from task 2 is right?

1. not physical
2. used for a long time
3. things that are provided
4. a process of losing strength, size, power etc.
5. the state that occurs when no more of something can
be absorbed or added
6. capable of being touched
7. the central part of something
8. an identification sign
9. the name of a product that makes it special
10. fast moving consumer goods

6 *Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.*

Brand strategy

Your brand is more than your logo, name or slogan — it's the entire experience your prospects and customers have with your company, product or service.

Your brand strategy defines what you stand for, a promise you make, and the personality you convey. And while it includes your logo, colour palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market:

- *The images you convey*
- *The messages you deliver on your website, proposals and campaigns*
- *The way your employees interact with customers*
- *A customer's opinion of you versus your competition*

Branding is crucial for products and services sold in huge consumer markets. It's also important in B2B (business-to-business) because it helps you stand out from your competition. Your brand strategy brings your competitive positioning to life, and works to position you as a certain "something" in the mind of your prospects and customers.

Think about successful consumer brands like Disney, Tiffany or Starbucks. You probably know what each brand represents. Now imagine that you're competing against one of these companies. If you want to capture significant market share, start with a strong brand strategy or you may not get far.

Resource: <http://www.marketingmo.com/strategic-planning/brand-strategy/>

7 *Decide whether these statements are true or false.*

The brand means logo, name or slogan.

Logo, colour palette and slogan belong to creative elements.

Branding is significant for big companies, not for small firms.

Disney and Starbucks are bad brands.

Starting with strong brand strategy is important to being a big competitor.

THE PLACE

1 View slideshow *The place* and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.

2 Match the Czech words / phrases from the presentation with their English equivalents.

department store	distribuce
distribution	výrobce
grocery	velkoobchod
item	maloobchod
producer	položka, předmět
range	přizpůsobit
retailer	uskladnit
store	obchodní dům
tailor	koloniál
wholesaler	rozsah

3 Which type of distribution is suitable for the following goods?

Type of distribution:

- a. Direct distribution: Producer → Customer
- b. The producer → Retailer → Customer
- c. Producer → Wholesaler → Retailer → Customer

Goods:

T-shirt made in China	Grain
Sportswear made in the Czech Republic	Windows
Roll	Luxury cosmetics
Yogurt	Flowers

4 *What kind of retailer is it?*

- a. department store
- b. shopping centre
- c. speciality retailer
- d. supermarket
- e. grocery store

You can buy various things there – milk, plants, clothes, books, pet supplies, cosmetics, fridge or toys. If you want to buy e.g. shoes you go to the shoe department and there you can choose different brands of shoes.

You mostly find this type of retailer in small villages or residential part of the city. You can buy only several kinds of goods in small variety.

When you want to buy handmade chocolate, you visit this shop. And there you find many kinds of chocolate. But if you change the opinion and you want to buy wine, you can't buy it there.

You buy there all for your dinner. The shop sells fish, potatoes, cottage and wine. But a new dress for dinner you don't purchase there.

Lots of people spend their time there. They do shopping (grocery, new dress), eat there, visit hairdresser or see a new film.

5 *Which definition of English words /phrases from task 2 is right?*

- 1. put away things for later use
- 2. a large shop selling different goods in departments
- 3. a person or a shop that sells goods to customers
- 4. a person or company that makes goods or commodities
for sale
- 5. a small shop selling a variety of goods
- 6. the act of giving, selling or delivering something to
a large number of people
- 7. make something to fit individual customers
- 8. an individual article or unit
- 9. a variety of things of the same kind
- 10. a person who buys and sells large quantities of goods
to other shops

6 *Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.*

Franchises

Franchises are a simple principle where a proven business is licensed to others to resell their products and service with the knowledge of the brand and reputation already established.

A franchise is a proven and developed business concept that has the potential to grow through one of the many different models of franchising such as master franchises in different countries, regional franchises within a country, independent franchises of defined regions, and licensing of unit businesses.

There are many types of franchises, detailed below, including all sectors of business. Different types of franchises are found in the retail sectors, food and catering, transport and vehicle services, business and commercial sectors, property, and skill based personal services. All of these types of franchise can be further divided into many sub-categories.

Franchising involves the payment of fees and royalties to a franchisor in return for training, marketing and business support from the franchisor. Both new and established brands have chosen franchising as their method of expanding regionally, nationally and internationally.

Franchising is a popular way for individuals to get into business with limited risk and a proven business model together with the support of the franchisor.

The different types of franchises provide advantages to entrepreneurs by providing an established brand identity, a proven business model and training, enabling new franchises to be successful without trial and error. The franchisor will require the third party to use the same logos, uniforms, pricing, and business methods in order to maintain the standards and reputation they have already established.

Resource: <http://www.the-reseller-network.com/content/103/franchises/>

7 *Decide whether these statements are true or false.*

The franchising is the business where the owner has to find a new way of doing business.

You can use franchise licence only in the country of origin of the company.

There are a lot of types of franchises.

If you are the franchisor you pay the fees.

Franchising is very risky type of business.

THE PROMOTION

1 View slideshow *The promotion* and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.

2 Match the Czech words / phrases from the presentation with their English equivalents.

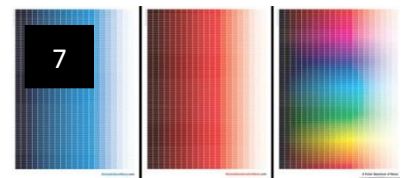
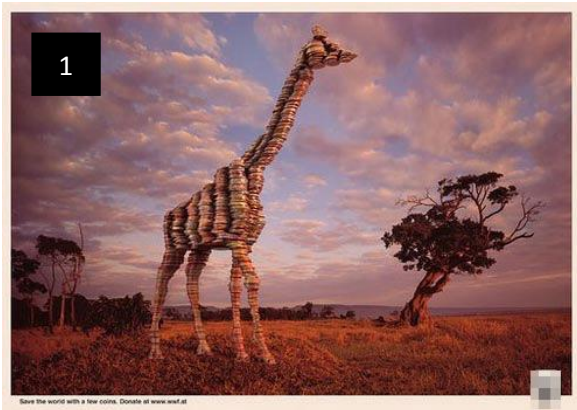
advertisement	vhodný
awareness	soutěžit
claim	zvýšit
compete	reklama
desire	touha, přání
increase	pobízet
leaflet	leták
press release	reklamace
prompt	povědomí
suitable	tisková zpráva

3 Which advantages and disadvantages has advertisement got in the particular media?

TV	+ regular contact, high credibility
Radio	- short lifetime, inattention while reading
Internet	+ low cost for 1 consumer, affects human senses
Newspaper	- high overall costs, short time of effect
Magazine	+ low cost, a possibility to address selected listeners
	- only auditory sensations, irregular listening
	+ the ability to reach a selected target audience, prestige, high print quality
	- high costs, people read less printed information
	+ the ability to reach specific target groups, low cost, fast contact
	- low number of respondents, a small effect, the inability to monitor the reaction

4 Try to match right advertising picture and product. You find the right answers at the end of this part (and with the advertising slogans and name of company :-))

- a. Post
- b. E-shop with condoms
- c. Non-profit organization
- d. Beer
- e. TV channel
- f. Restaurant and music club
- g. Candy



Zdroj obrázků: <http://www.hongkiat.com/blog/70-creative-advertisements-that-makes-you-look-twice/>

5 Which definition of English words /phrases from task 2 is right?

1. right for something/somebody
2. to rival
3. to make a higher number or larger amount of something
4. information in the media that tries to persuade people
to buy a product
5. a strong feeling of wanting to have something or wishing
for something to happen
6. to urge someone to do something
7. a printed sheet of paper usually with the advertising
8. a request to return money or get a new good for
a defective thing
9. knowledge or perception of a situation or fact
10. an official statement issued to newspapers giving
information on a particular matter

6 Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.

Consumer Sales Promotion

Consumer sales promotions encompass a variety of short-term promotional techniques designed to induce customers to respond in some way. The most popular consumer sales promotions are directly associated with product purchasing. These promotions are intended to enhance the value of a product purchase by either reducing the overall cost of the product (i.e., get same product but for less money) or by adding more benefit to the regular purchase price (i.e., get more for the money).

While tying a promotion to an immediate purchase is a major use of consumer sales promotion, it is not the only one. As we noted above, promotion techniques can be used to

achieve other objectives such as building brand loyalty or creating product awareness. Consequently, a marketer's promotional toolbox contains a large variety of consumer promotions.

Next we discuss the following 11 types of consumer sales promotions:

1. Coupons
2. Rebates
3. Promotional Pricing
4. Trade-In
5. Loyalty Programs
6. Sampling and Free Trials
7. Free Product
8. Premiums
9. Contests and Sweepstakes
10. Demonstrations
11. Personal Appearances.

Loyalty Programs

Promotions that offer customers a reward, such as price discounts and free products, for frequent purchasing or other activity are called loyalty programs. These promotions have been around for many years but grew rapidly in popularity when introduced in the airline industry as part of frequent-flier programs. Loyalty programs are also found in numerous other industries, including grocery, pizza purchasing and online book purchases, where they may also be known as club card programs since members often must use a verification card.

Resource: <http://www.knowthis.com/types-of-sales-promotion/consumer-sales-promotions>

7 Decide whether these statements are true or false.

The sales promotion is composed of long-term techniques.

The goal of sales promotion is to sell more.

Consumer competition belongs to the sales promotion.

Airlines used first loyalty programs.

The loyalty program can be called club card program.

The right answers from the task 4:

a-6 (Australia Post "If you really want to touch someone, send them a letter."), b-4 (Condomshop.ch „Don't be stupid, protect yourself."), c-1 (World Wide Fund for Nature „Save the world with a few coins."), d-2 (Guinness "The more you drink, the slow you react."), e-7 (MSNBC „A Fuller Spectrum of News"), f-3 (Hard Rock Café), g-5 (M&M „Communication just got sweeter.")

MANAGEMENT

1 View slideshow *Management* and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.

2 Match the Czech words / phrases from the presentation with their English equivalents.

according to	řídít
allocate	rozdělovat
assign	zdroj
grant	podle
lead	přiřadit
manage	udělit, přidělit
recruit	dovednost
resource	přijmout (zaměstnanec)
skill	vést
treatment	léčba

3 Match the right control and its describing

a. annual inventory in the warehouse	regular, internal, complex
b. control of financial authority	regular, external, complex
c. control of the order on the table	irregular, self-control
d. timely arrival to work	irregular, internal, partial
e. medical examination	irregular, external

4 *There are various types of leadership. Try to make a decision which type is suitable for following jobs.*

a. the manager of the research institute

Autocratic

The leader has complete authority and power to control the team members. All decisions are made by the leader. There is the constant control of subordinates.

b. the fire chief

Bureaucratic

There is a hierarchy of power. Rules are written and fixed. Everything is done according to plans.

c. the manager of tax office

d. the manager of logistic department

Democratic

The team members actively participate in the process of decision making. The employees are informed.

Liberal

The leader can be sometimes too lax. Subordinates have a big freedom in decision-making. The boss is rather formal head.

5 *Which definition of English words /phrases from task 2 is right?*

1. something we can use when needed
2. in accordance with
3. to go in the direction
4. to distribute
5. the use of medicine
6. to find new employees for a company
7. to give something that has been asked for
8. to give a job or a duty
9. the ability to do something well
10. to do something which is difficult, be head of something

6 *Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.*

What is Strategic Planning and a Strategic Plan?

Strategic planning

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful.

Strategic plan

A strategic plan is a document used to communicate with the organization the organizations goals, the actions needed to achieve those goals and all of the other critical elements developed during the planning exercise.

Resource: <http://balancedscorecard.org/Resources/Strategic-Planning-Basics>

7 *Decide whether these statements are true or false.*

The difference between planning and plan is that the planning is an activity and the plan is a text or graphical document.

Strategic planning includes only work of some employees.

Effective strategic planning is always successful.

The strategic plan includes goals and actions of the company.

MICROECONOMICS

1 View slideshow *Microeconomics* and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.

2 Match the Czech words / phrases from the presentation with their English equivalents.

branch	obor, odvětví
company	výzkum, vyšetřování
decrease	účastník
demand	domácnost
equilibrium	podnik, firma
household	poptávka
increase	rovnováha
investigation	zvyšovat, růst
participant	snížit, zmenšit
significantly	významně

3 Answer the questions.

If the product price rises (the product with typical curve of demand), the demand probably:

- a. increases
- b. decreases
- c. is the same

If the producers make more products, the equilibrium price of this product (elastic demand) probably:

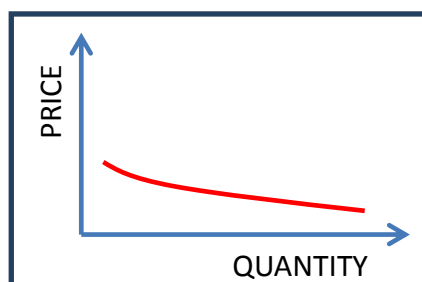
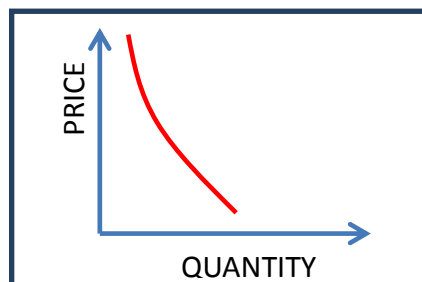
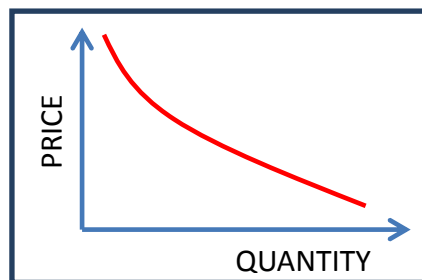
- a. is the same
- b. is smaller
- c. is greater

If we have inelastic demand and the price is increasing, the quantity of sold products:

- a. is the same
- b. is smaller
- c. is greater

4 *Decide which kind of demand is typical for following products*

- a. water
- b. beer
- c. expensive wine



5 *Which definition of English words /phrases from task 2 is right?*

- 1. in a way that has a particular meaning
- 2. become or make smaller or fewer in size or amount
- 3. become or make greater in size or amount
- 4. the balance between supply and demand
- 5. the asking for something (in a company)
- 6. the firm
- 7. all the people who live in the same house or flat
- 8. a person who takes part in a activity
- 9. the act of finding out information
- 10. an area of study

6 *Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.*

Supply and demand is perhaps one of the most fundamental concepts of economics and it is the backbone of a market economy. Demand refers to how much (quantity) of a product or service is desired by buyers. The quantity demanded is the amount of a product people are willing to buy at a certain price; the relationship between price and quantity demanded is known as the demand relationship. Supply represents how much the market can offer. The quantity supplied refers to the amount of a certain good producers are willing to supply when receiving a certain price. The correlation between price and how much of a good or service is supplied to the market is known as the supply relationship. Price, therefore, is a reflection of supply and demand.

The relationship between demand and supply underlie the forces behind the allocation of resources. In market economy theories, demand and supply theory will allocate resources in the most efficient way possible.

Resource: <http://www.investopedia.com/university/economics/economics3.asp>

7 *Decide whether these statements are true or false.*

Supply and demand belong to the basic terms in economics.

Demand is quantity of products that consumers and companies can buy.

Supply is quantity of offering products.

The price is not important by describing of supply and demand.

The economy theories describe allocating resources in the world.

MACROECONOMICS

1 *View slideshow Macroeconomics and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.*

2 *Match the Czech words / phrases from the presentation with their English equivalents.*

dealing	rozlišovat
distinguish	inlace
exchange rate	směnný kurz
foreign trade	jednání
inflation	nezaměstnanost
payment	vrchol
peak	zahraniční obchod
tax	dno
trough	platba
unemployment	daň

3 *Which type of inflation do previous texts describe?*

- a. Low inflation
- b. Galloping inflation
- c. Hyperinflation
- d. Deflation

The situation where the price increases are too sharp.

We speak about this situation, where there is decline in general price levels.

Phenomenon when the prices of goods and services do not increase rapidly.

We speak about this inflation when it's a two-digit number.

4 **Decide who can be the taxpayer.**

B) Mr Novák – pensioner, married, live in an own house

A) Miss Dvořáčková – student, lives with parents, has a weekend job

D) Mrs Holetová – tradeswoman (she has got a small shop with pets), married, her mother died a few weeks ago

C) The Black&White company, Ltd. – it sells pens and papers, it has circa 80 employees

VAT

Personal income tax

Corporation income tax

Inheritance duty

Real estate tax

Gift tax

Road traffic tax

Consumer tax (alcohol)

Consumer tax (gasoline)

5 **Which definition of English words /phrases from task 2 is right?**

1. an amount of money which is paid
2. the top of something
3. a business relation or transaction
4. value of one currency in another
5. the money paid to the government from your income
6. a general increase in prices
7. to tell the difference between two or more things or people

8. the most lower part of some of the container or hollow
9. sale and purchase of goods and services across
borders in summary
10. the state of not having a job

6 Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.

Historically, women have been more affected by unemployment than men. In 2000, the unemployment rate for women in the EU-28 was around 10 %, while the rate for men was below 8 %. By the end of 2002, this gender gap had narrowed to around 1.5 percentage points and between 2002 and mid-2007 this gap remained more or less constant. Since the first quarter of 2008, when they were at their lowest levels of 6.3 % and 7.4 % respectively, the male and female unemployment rates in the EU-28 converged, and by the second quarter of 2009 the male unemployment rate was higher. The decline of the men's rate during 2010 and the first half of 2011 and the corresponding stability in the women's rate over the same period brought the male rate below the female one once again. Since then the two rates have risen at the same pace until mid-2013, when they reached their highest value, both at 10.9 %. In the second half of 2013 both the male and the female rates declined, reaching respectively 10.6 % and 10.8 % at the end of the year.

Resource:

http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Unemployment_statistics

CS

7 Decide whether these statements are true or false.

The text is about the unemployment rate in Europe.

The text describes historical development of the labour market.

The unemployment rate for women is generally higher than for men.

The difference between men and women unemployment is bigger and bigger.

The lowest level of unemployment rate was in 2008.

BUSINESS LETTERS

1 View slideshow *Business letters* and find words which you don't know. Find these words (or phrases) in the dictionary and write them into your dictionary.

2 Match the Czech words / phrases from the presentation with their English equivalents.

attachment	zdvořilý
colleague	psaní na klávesnici
complimentary closing	prostor, mezera
enclosure	kolega
letterhead	vztah
polite	pozdrav
relationship	zdvořilostní závěr
salutation	hlavička
space	příloha (v emailu)
typewriting	příloha (v psaném dokumentu)

3 Which sentences do we use if we want in the letter:

- a. to inform
- b. to enquire
- c. to thank
- d. to offer goods or services
- e. to order goods or services
- f. to complain

I'm writing to enquire about your latest product range.

It was nice of you sent your new samples of cakes.

I am afraid that your product doesn't work well.

Can you send us 4 packets of chocolate?

Attached you will find our new catalogue. We hope you will contact us as soon as possible.

This is due to our meeting on Monday.

4 *Create a business letter from individual parts*

Having seen your advertisement in The London news, I
would like to know more about your products.

Yours sincerely, Karel Novák.

Mr Smith
68 The Meadow Way
HA3 7BS London

Could you please send us your new catalogue and the
price list of synthetic materials?

Dear Sir Smith,

An early reply would be
appreciated.

17th November 2014, Prague

5 *Which definition of English words /phrases from task 2 is right?*

1. not rude
2. a person working in the same company as me
3. an empty gap between two parts
4. polite sentences at the end of the letter
5. writing on the keyboard
6. a file that you send as a part of an e-mail
7. a document that is put in an envelope together with a letter
8. greeting
9. a friendly or working connection between two people
10. the heading at the top of the letter with a person's or
organization's name and address

6 *Read the text from internet. It's a bit difficult. You can use the dictionary. Try to understand basic facts.*

Beginning the business letter

1. Know the format. Whatever the content of your letter, there are a few business standards to follow regarding the way it looks. Business letters should be typed and composed in a common font such as Arial or Times New Roman. Employ block paragraphing – i.e., to start a new paragraph, hit “return” twice and don’t use an indent.
2. Include information about your company. List your company name and the company address, with each part of the address written on a different line. If you're self-employed or an independent contractor, add your name either in place of the company name or above it.
3. Include the date. Writing out the full date is the most professional choice. For example, write either "April 1, 2012" or "1 April 2012." This should appear left justified a few lines below the sender's address.
4. Add the recipient's information. Write out the recipient's full name, title (if applicable), company name, and address in that order, with each piece of information on a separate line. If necessary, include a reference number. The recipient's information should be left justified a few lines below the date.
5. Choose a salutation. The salutation is an important indicator of respect, and which one you use will depend on whether you know the person to whom you're writing, how well you know them and the level of formality in your relationship.

Resource: <http://www.wikihow.com/Write-a-Business-Letter>

7 *Decide whether these statements are true or false.*

When you write a business letter it is good to use untypical font.

Don't write your name and address at the top of your letter. It isn't important.

The date we write left below the sender's address.

We have to write the full name of recipient.

The type of salutation depends only on you. You can use only one salutation in all your business letters.

RESOURCES:

Marketing vs Sales. In: *Marketing for beginner* [online]. 2014 [cit. 2014-07-03]. Dostupné z: : <http://marketingforbeginner.blogspot.cz/2006/12/marketing-vs-sales.html>

PESTLE - Macro Environmental Analysis. In: *Oxford Learning Lab* [online]. 2012 [cit. 2014-07-07]. Dostupné z: http://oxlearn.com/arg_Marketing-Resources-PESTLE---Macro-Environmental-Analysis_11_31

UI Employee Discount Vendor Agreement Instructions. In: *THE UNIVERSITY OF IOWA* [online]. 2014 [cit. 2014-07-18]. Dostupné z: <http://hr.uiowa.edu/uiedp-vendor-agreement>

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The Marketing Concept. In: *NORTHERN ARIZONA UNIVERSITY* [online]. 2014. Dostupné z: <http://www2.nau.edu/~rgm/ha400/class/professional/concept/Article-Mkt-Con.html>

Pricing Strategies. In: *Learn Marketing* [online]. 2014. Dostupné z: <http://www.learnmarketing.net/price.htm>

Pixabay [online]. 2014. Dostupné z: <http://pixabay.com>

Whirlpool [online]. 2014. Dostupné z: <http://www.whirlpool.cz>

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70 Creative Advertisements That Make You Look Twice. In: *Hongkiat.com* [online]. 2014 [cit. 2014-11-28]. Dostupné z: <http://www.hongkiat.com/blog/70-creative-advertisements-that-makes-you-look-twice/>

Talent Management. In: *Speedupcareer.com* [online]. 2014 [cit. 2014-11-28]. Dostupné z: <http://www.speedupcareer.com/articles/different-leadership-styles.html>