



Date : 28th June 2011

U.V. : **LE05**

Semestre : AUTOMNE PRINTEMPS

Examen : partiel final (cocher la case utile)

Nom : _____ Prénom : _____ Né(e) le : _____

DEPARTEMENT :

NIVEAU : _____ FILIERE : _____

Signature

/30

Exercice 1. Oral comprehension (12 marks)

Read, listen and answer.

You will listen to an interview of Max Benson. She is a director of Everywoman, a business consultancy in the UK. She speaks about women running their own businesses.

Read the questions below and listen. You will listen to the recording twice with a three-minute pause in-between. You are allowed to take notes.

Exercise 2. Vocabulary (6 marks)

Words or compound words have been omitted from the following sentences. Fill in the blanks by writing these words in full. Each time the first three letters of the words are given. No spelling mistake or grammar mistake allowed.

1. A **bra**_____ of a product is the version of it that is made by one particular manufacturer.
2. A **col**_____ is property or something valuable that you promise to give somebody if you cannot pay back money that you borrow.
3. A company or organization's **lia**_____ are the sums of money which it owes.
4. A company should try to get a real **com**_____ advantage that is to say an advantage that cannot be copied by competitors.
5. A **hou**_____ is all the people in a family or group who live together in a house.
6. A **loa**_____ is a sum of money that you borrow.
7. A low-cost-supplier is a supplier which **cha**_____ less than the others.
8. **Beh**_____ information includes information about how the subject uses products or services.
9. Benefit information includes information about the **per**_____ benefits the subject receives from products or services.
10. Competitive **int**_____ is the practice of gathering, analyzing and disseminating information that gives you the knowledge you need for foresight.
11. **Dif**_____ is the process of making your product or service seem different from other similar products or services that it is competing with.
12. Distribution **lev**_____ is the ability to influence the market through distribution.
13. Firms have to find out the customers' real needs and offer them **tai**_____ products.
14. If you describe a product or service as **dow**_____, you think that they are cheap and are not very good in quality.
15. If you refer to a **cro**_____**-sec**_____ of particular things or people, you mean a group of them that you think is typical or representative of all of them.

16. In order to collect information about the market you should **con**_____ market research.
17. It is important to find out what markets your competitors are currently **ser**_____.
18. **Psy**_____ information includes lifestyle data, such as hobbies, interests, opinions.
19. The **ass**_____ of a company or a person are all the things that they own.
20. The **cut**_____ **-edg**_____ of a product or service is the newest, most advanced stage in the development of this product.
21. The days of **mas**_____ **-mar**_____ are over, today's marketing experts sing the praises of 1-to-1 or relationship marketing.
22. The **pur**_____ power of a person or group of people is the amount of goods or services that they can afford to buy

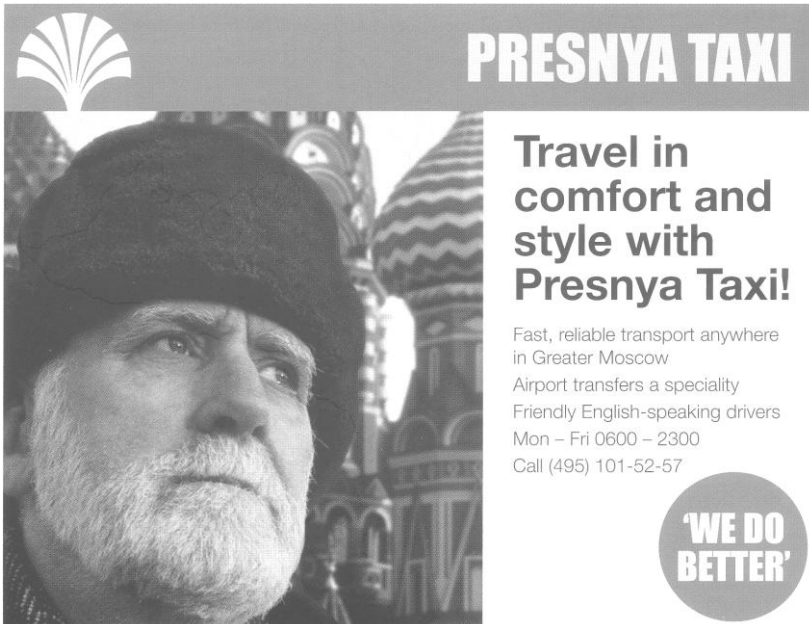
Exercise 3. Case study (12 marks)

You head a consultancy: Business Support.

The owners of Presnya Taxi have asked Business Support to devise a new strategy for them. Read the following documents about Presnya Taxi and decide on a strategy. Then write a document to present this strategy to the owners of Presnya Taxi.

This document should not exceed 600 words and be clearly structured.

BACKGROUND INFORMATION : AN ADVERTISEMENT



PRESNYA TAXI

Travel in comfort and style with Presnya Taxi!

Fast, reliable transport anywhere in Greater Moscow
Airport transfers a speciality
Friendly English-speaking drivers
Mon – Fri 0600 – 2300
Call (495) 101-52-57

'WE DO BETTER'

YOUR COLLEAGUES' NOTES

Look at the notes that two of your colleagues took during meetings you held with them about Presnya.

Andrey's notes

1

make current, 'we do better'
strategy more visible - how?
organize events - what?
Can we use the Internet to
enhance customer service
/ experience, perhaps with
partners?
what about sponsoring a
basketball team?

2

advertising - where, when,
what?
go down-market: cut costs,
salaries, service and prices,
develop advertising revenue
develop new image and
company values to match
new strategy - what?

Ally's notes

1

go up-market, e.g. limos, business only or ladies
only cars?
could we use direct mail?
change name, logo, etc. to something more in line
with target customer profile?
make clearer, more targeted promise to
customers - what?

2

think laterally, e.g. taxi motorbikes, equipped with
comfortable passenger seat, protective clothing and
helmet, radio telephone, etc. - radical solution to
traffic, comfort and image problems?
Can we find a partner business to share resources
and costs? e.g. hotel / restaurant chain, airline,
railway, B2B, football club, other?
Should we have a website?

A DISCUSSION

Here is the transcript of a discussion Ally, one of your colleagues, had with Vlodya, one of the owners of Presnya Taxi.

Ally: Ah. There you are, Volodya. I wanted to ask you something ... what's the matter?

Volodya: Oh. it's nothing. How can I help you, Ally?

A: Now come on. I can see there's something wrong; it's written all over your face. Are those the latest accounts?

V: Yes. I just got them today.

A: The drivers are saying we're losing money. Is it true?

V: You know Moscow taxi drivers, Ally. If you believe what they say, the end of the world is only hours away! But things are not too good. Turnover is falling steadily. The taxi business isn't what it was. Too much competition. In the old days, it was a real profession. These days, anyone who can beg, borrow or steal a car is a taxi - and a much cheaper taxi than ours.

A: Hm. And the minivans are a lot cheaper too.

V: Yes. We've lost half of our airport business to minivans. People don't seem to mind sharing if they're all going to the airport.

A: And the buses are getting faster and more comfortable.

V: Not to mention trains, trams, the underground - I've heard they even want to start one of those bicycle services like they have in Paris - you know, you pick up a bicycle in your street, ride where you want to go, and just leave it when you get there.

A: Well I'm not sure how popular that would be in the winter!

V: I don't know - with all the traffic problems we have, maybe it's not such a stupid idea. That's the other big problem. Even if you drive luxury limousines, nobody wants to spend hours on end stuck in the traffic- and I'm not pretending for a moment that our poor old Ladas are limousines, they're uncomfortable, inefficient and expensive to run. There's still some money in the bank, but we can't afford Mercedes or BMWs. In the old days, it used to take us 20 minutes to drive to Sheremetyevo¹ - now it's usually two hours, or more! How's a taxi supposed to make money when it's not moving?!

A: Exactly. Listen, Volodya, Andrey and I have been doing some thinking about this.

V: Look, I know you went to business school, Ally, but after 40 years in the taxi business, I think I know pretty much everything there is to know. If there was a solution, I'd have found it already. Audrey knows that.

A: Just let us explain our ideas, OK? It won't cost you anything, and it might just help. We think you need to completely re-think your marketing strategy.

V: Ally, this is a taxi company. We don't do marketing, we drive taxis!

A: And that's the root of the problem. Look. Just give us a chance to explain our ideas - please?

V: All right. Ally. You know very well a Russian man can never say no to a beautiful woman!

¹ Sheremetyevo International Airport is an international airport located 18 miles north-west of central Moscow, Russia. It is a hub for the passenger operations of the Russian international airline Aeroflot, and one of the three major airports serving Moscow along with Domodedovo International Airport and Vnukovo