**World economy Variant 2 Test**

1. **How do you \_\_\_ costs and \_\_\_profits, income?**
2. Produce, cut
3. Cut, develop
4. Cut, increase
5. Increase, reduce
6. Hit, increase
7. **Founder is a person \_\_\_\_**
8. Who up the company
9. Which started the company
10. Who discovered smith
11. That wrote company`s history
12. Whom you can apply for a job
13. **Supermarket is a store\_\_\_\_**
14. Where you can buy goods in wholesale
15. Where you can a particular type of goods
16. Which sells a particular type of goods
17. One of group of owned by the company
18. A covered area with shops, supermarkets and restaurants
19. **Who invented the first pen?**
20. Barack Obama
21. Marcel Birch
22. Lazlo Biro
23. Donald Trump
24. Herbert Funks
25. **Find out the definition of the word: strategy**
26. Margin
27. Profit
28. Solving problems
29. Product
30. Plan
31. **When did Leonid Brezhnev give Pepsi exclusive franchise in the Soviet Union?**
32. 1942
33. 2010
34. 1212
35. 1972
36. 1975
37. **What do you say when you phone a company and ask to speak to someone?**
38. One moment
39. I`d like to order some milk
40. Could I speak to Mr. Manton, please?
41. I would like to invite you to my party
42. The line is busy, will you hold?
43. **The people, who buy things from a business are \_\_\_\_**
44. Consumer
45. Customer care
46. Customer loyalty
47. Services
48. Buyers
49. **What companies do to satisfy their customers?**
50. Consumer
51. Products
52. Services
53. Customer care
54. Buyers
55. **Items made by a business, e.g coffee, cars, clothier and furniture \_\_\_\_\_\_**
56. Consumers
57. Products
58. Services
59. Repeat business
60. Customer care
61. **A customer is happy with the service required from a company and comes back again\_\_\_\_**
62. Customer loyalty
63. Code of practice
64. Repeat business
65. Products
66. Service
67. **In 1911 Ford \_\_\_\_\_ the first assembly plant in Manchester, England**
68. Built
69. Opened
70. Formed
71. Started
72. Closed
73. **Other methods of selling are direct and do not use retail outlets. Match a definition to each example of direct sales. Cash and carry\_\_\_\_\_**
74. Electronic shopping from companies website
75. Company sends goods by post from its warehouse
76. Customer can buy from the manufacture`s warehouse
77. Customer see product adverts on the screen place their orders by phone/tax/the internet
78. Customers can buy product from the TV sales.
79. **Electronic shopping from companies website is**
80. The internet
81. TV sales
82. Mail order
83. Cash and carry
84. Fax
85. **Solving problem is \_\_\_\_**
86. Troubleshooting
87. Strategy
88. Goods
89. Mail order
90. Service
91. **Subsidiary is\_\_\_\_\_**
92. A company which has good supplies and the most account of customer
93. A branch or part one company which is situated in another place
94. A company which a manufacture the technics
95. A branch of company where products are packing
96. A person who company to become more popular
97. **\_\_\_\_\_\_\_\_ for a foreign business trip**
98. A plan
99. A car
100. An itinerary
101. A travelling plan
102. A journey plan
103. **What can help us to define strengths and weakness of a company?**
104. Strategy
105. SWOT analysis
106. Goods
107. Seminar
108. Discussion
109. **Razors, pens are\_\_\_\_\_**
110. On subjects
111. Modern technology
112. Useful
113. Disposable products
114. Unusual
115. **A shop, which only sells one type of product, usually of high quality is\_\_\_\_**
116. Supermarket
117. Warehouse
118. Department
119. Specialist retailer
120. Chain score
121. **Who is consumer?**
122. Items made a business, e.g coffee, cars, clothes and furniture
123. The people who buy things from a business
124. A set a rules telling people what they can expect a company to do
125. What companies do to satisfy their customer
126. Things that provided by business that do not manufacture products
127. **Many companies have a hour \_\_\_\_\_\_\_ so people can phone in for help at any time**
128. Late night openings
129. Life long guarantee
130. Kwik-fit fitter
131. Customer choice
132. Customer helpline
133. **A \_\_\_\_\_\_\_\_ is a firm which makes or produces goods**
134. Manufacturer
135. Packaging
136. Price
137. Stock
138. Supplier
139. **Find out the definition of the word: troubleshooting**
140. Founded
141. Plan
142. Solving problems
143. Shop
144. Products
145. **Find out the definition of the word: goods**
146. Plan
147. Shop
148. Founded
149. Products
150. Solving problems
151. **In 1896 Henry Ford \_\_\_\_\_this firs car**
152. Built
153. Formed
154. Backed
155. Opened
156. Started on
157. **A shopping center is a place where \_\_\_\_\_\_**
158. Manufactures cars
159. Customer can find many different shops
160. An electronic scanner reads
161. Gives advices to companies
162. Produces disposable products
163. **\_\_\_\_\_\_ began business in California \_\_\_\_ they sold clothes to hard-working miners**
164. Levis, where
165. Medan, which
166. DHL, which
167. Sony, which
168. Ford, which
169. **A \_\_\_\_\_\_ is an agent who provides goods or services**
170. Barcode
171. Supplier
172. Price
173. Till display
174. Packaging
175. **Who produced Dr.Maerten shoes?**
176. Peter Maerten
177. Michael Maerten
178. Klaus Maerten
179. Stanley Kubrick
180. Wayne Hemingway

Keys

1. **C**
2. **B**
3. **C**
4. **C**
5. **E**
6. **D**
7. **C**
8. **A**
9. **C**
10. **B**
11. **C**
12. **B**
13. **C**
14. **C**
15. **A**
16. **B**
17. **C**
18. **B**
19. **B**
20. **D**
21. **B**
22. **E**
23. **A**
24. **C**
25. **D**
26. **A**
27. B
28. A
29. B
30. C