

B

1. C
2. C
3. B
4. A
5. B
6. B
7. C
8. A
9. C
10. C

I agree with the result

Vocabulary

A-B

1. Field – a
2. Seat – h
3. Neck – c
4. Horse – e
5. Goalposts – g
6. Ball – f
7. Game – b
8. Race – d

C

1. Playing field
2. A one horse race
3. Ahead of the game
4. Moved the goalposts
5. Flogging a dead horse
6. In the driving seats
7. Are neck and neck
8. Keep your eye on the ball

D

1. Yes, I felt it when I wanted to help a person work properly, but he had no motivation.
2. There are some big companies ahead of the game in IT: Google, Microsoft, Meta.

3. When someone moved the goalpost, I felt like I've been treated unfairly.
When I was in the driving seat I felt some power.

Reading

C

1. Crush, dominate
2. Match, rival
3. Exceed
4. Regain
5. Overtake

D

1. Exceeded
2. Dominated
3. Rivals
4. Overtook
5. Regained
6. Match
7. Crush

Language review

A

1. Probable
2. Possible
3. Probable
4. Probable
5. Certain
6. Not possible
7. Certain
8. Possible
9. Probable
10. Possible

B

1. Might
2. Shouldn't
3. May not
4. Must
5. Should
6. Can't
7. May not

8. Might

Video The 4 Ps of the marketing mix

The marketing mix is a combination of product, price, promotion and place. Product includes quality, design, packaging and brand. Price includes retail price, payment plans, discounts, credit terms. Promotion includes advertising, public relations, emails. Place includes retail location, delivery, downloads and distribution.

Product: gum

Price: 40 rubles

Promotion: live with a smile

Place: grocery stores

Video Porter's Generic Strategies

In business strategy, cost leadership creates a competitive advantage due to the lowest operating costs in the industry. Cost leadership is often determined by the efficiency, size, scale, reach and accumulated experience of the company. (Example: McDonalds)

A differentiation strategy is appropriate where the target customer segment is not price-sensitive, the market is competitive or saturated, customers have very specific needs which are possibly under-served, and the firm has unique resources and capabilities which enable it to satisfy these needs in ways that are difficult to copy. (Example: Nike)

In adopting a narrow focus, the company ideally focuses on a few target markets (also called a segmentation strategy or niche strategy). These should be distinct groups with specialized needs. The choice of offering low prices or differentiated products/services should depend on the needs of the selected segment and the resources and capabilities of the firm. (Example: American Airlines)