

»THE ESSAY PART OF THE EXAM«

UNIT 2: INTERNATIONAL MARKETING

COFFEE CULTURE COMES TO COFFEE GROWERS

The article discusses the expansion of one of the most well-known global brands – Starbucks – into Latin America. We learn from the article that this commercial giant ran a trial in Mexico City before expanding its coffee-bar chain to more southern countries. Not only does the author provide us with a lot of information on differences between the Latin American, North American and European coffee-consumption patterns, but he also focuses on subtle cultural differences between the Latin American countries themselves. We also get to know from the article how many Starbucks outlets there are throughout the world. One of the main focuses of the article is to give an appraisal of how successful Starbucks was in entering Chilean and Peruvian market. The author concludes that not only was Starbucks successful in entering the Latin American market, but their outlets there have been packed ever since opening their doors.

The subject of the article is in general well presented. What I liked most about the article was its informativeness. The author namely operates with many concrete figures, which gives you the feeling that he knows the subject he's reporting on very well. We were also able to familiarise ourselves with many previously unknown expressions, through which our business vocabulary was decidedly enriched.

The only deficiency of the article is, in my opinion, its focus on only a few Latin American countries, whereas we get to know nothing about the presence of Starbucks in other countries of the discussed region.

UNIT 3: BUILDING RELATIONSHIPS

AIG KNOWS EVERYONE IN ASIA

The article discusses the history of an insurance company named AIG, which stands for American International Group, and the process of AIG's penetration of the Chinese insurance market. We learn from the article that the company's chairman and chief executive officer Maurice Greenberg possesses a rare and therefore extremely valuable ability of efficient networking. This same ability has, according to the article, helped him to persuade the Chinese movers and shakers to deregulate their insurance market. The author also provides us with a lot of statistics, associated with the company, for example how many employees and affiliated agents the company has, or how many countries they do business with. We also get to know from the article that the company's leaders are very optimistic about their potential market-leading position. The author concludes that AIG's long-standing presence will be decidedly rewarded with unrestricted access to the insurance market with the biggest untapped potential in the world.

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UNIT 4: SUCCESS

THE GUARDIAN PROFILE: STEVE JOBS

The article is about a very interesting person, whose name is Steve Jobs, and about the success of his past and ensuing projects. We learn from the article that Jobs possesses a rare and therefore extremely valuable ability to predict the technological future. This same ability has, according to the article, helped him prosper and become world-famous. The author also provides us with a lot of information on Jobs' youth. We also get to know from the article that he was the co-founder of the Apple brand and that he scored much success with the animation company Pixar. His future plans, according to the article, are pointed at music industry. The author also reveals that the other side of Jobs' personality is not so bright, since he's well-known for his arrogance, but concludes that all heroic figures usually have a fatal flaw.

The subject of the article is in general well presented. What I liked most about the article was its informativeness. The author namely operates with many concrete facts about Jobs' life, which gives you the feeling that he knows the subject he's reporting on very well. We were also able to familiarise ourselves with many previously unknown expressions, through which our business vocabulary was decidedly enriched.

UNIT 5: JOB SATISFACTION

PERKS THAT WORK

Modern approaches in employee retention is the focus of this article, especially through fringe benefits. The article makes an assessment of different hygiene and motivational factors that stimulate and motivate employees. We learn from the article that not only are employees being well-paid nowadays, they're also getting better and better perks. The reason for such pampering is, according to the article, the fact that unemployment is at record lows. The author provides us with information on how companies from different sectors handle this problem. We also get to know from the article that technology companies have been the most aggressive in devising ways to keep workers. The author concludes that it is probably not remuneration increases or fringe benefits that help to retain the employees. What people are really looking for is, according to the article, a place that will protect them. Rather than just throwing money at workers, companies should, in the author's opinion, revamp their leave policies.

The subject of the article is in general well presented. What I liked most about the article was its informativeness. The author namely operates with many concrete facts about how companies try to retain their employees, which gives you the feeling that he knows the subject he's reporting on very well. We were also able to familiarise ourselves with many previously unknown expressions, through which our business vocabulary was decidedly enriched.

UNIT 6: RISK

THE DANGERS OF NOT LOOKING AHEAD

The article discusses the most significant risks for companies and the effective risk management that makes a business less crisis-prone. We learn from the article that the nature of business risk in the 21st century is very complex. Companies should therefore in the author's opinion practise effective risk management, which would properly protect all the stakeholders involved into a certain business. We get to know from the article that the three most significant risks, and those that businesses feel least able to manage, are: increased competition, changes in demand and reduced productivity. The author concludes that too many companies take a low-level approach to risk management, preferring to focus on easy-to-solve risks rather than on the above-mentioned substantial ones.

The subject of the article is in general well presented. What I liked most about the article was its informativeness. The author namely operates with many concrete facts about how many companies don't pay much attention to effective risk management, which gives you the feeling that he knows the subject he's reporting on very well. We were also able to familiarise ourselves with many previously unknown expressions, through which our business vocabulary was decidedly enriched.

UNIT 7: E-COMMERCE

INTERNET SHOPPING – THE SEQUEL

The article discusses the evolution of e-retail. We learn from the article that people mistakenly thought that Internet sales would take sales away from traditional stores. Contrary to that, the multichannel retailing that links the website, shops and mail-order catalogues is, according to the article, a reality today. The author provides us with interesting information on how different companies are facing the challenges of the revolution of retailing. We get to know from the article that many Internet start-ups once seen as the pioneers of a retailing revolution hadn't made it. The traditional bricks-and-mortar shops became the biggest online retailers instead. The author concludes that any online seller does not just have to get technology and orders right, but also have to provide fun and entertainment.

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