**U nastavku ćete pronaći odgovore na moguća ispitna pitanja u vezi sa ključnim rečima poslovnog engleskog jezika.**

**Ctrl+Click da biste pratili link koji vodi do prezentacija određenih lekcija**

**npr.** [*Focus on BUSINESS AND THE ENVIRONMENT; THE STOCK MARKET*](http://www.vps.ns.ac.rs/Materijal/mat17535.pdf)

**I wish you good luck, use all your knowledge!**

1. Who is at the top of a company? (Ko se nalazi na vrhu kompanije?):

At the top of a company hierarchy is The Board (of Directors). *New Insights into Business* pg. 4

1. Which departments in a company do you know? (Koje sektore u okviru kompanije poznaješ?):

Some of the various departments within the company are: Research and Development, R & D; Marketing, Public Relations, Information Technology, IT; Personnel or Human Resources, Finance, Production etc. (*New Insights into Business* pg. 4)

1. What can companies do when they want to recruit people? (Šta kompanije treba da učine kada žele da regrutuju radnu snagu?)

When a company wants to recruit people, it may decide to advertise the job or position in the appointments section of a newspaper. (*New Insights into Business* pg. 14)

1. Name as many as possible retail outlets that you know. (Nabrojte što više prodajnih mesta – outlet-a koje znate).

Answer (**optional**). *New Insights into Business* pg. 25

Definicija “retail outlet” Collins Dictionary dostupno na: <http://www.collinsdictionary.com/dictionary/english/retail-outlet>

1. What are advantages and disadvantages of a franchise system for a franchisor/franchisee? (Koje su prednosti i mane franšiznog sistema poslovanja za prodavca/kupca licence?) (*New Insights into Business* pg. 34)

**Advantages** of a franchise system for FRANCHISEE (prednosti franšiznog poslovanja za onoga koji KUPUJE LICENCU): S/he uses a franchisor’s established system or format. (Koristi se već utvrđen sistem ili format poslovanja). **In addition**, the franchisor provides an operations manual which contains all the information that the franchisee needs. (Kao dodatak svemu, prodavac licence obezbeđuje uputstvo za rad koje sadrži sve informacije koje su potrebne kupcu licence).

**Advantages** of a franchise system for FRANCHISOR(prednosti franšiznog poslovanja za onoga koji PRODAJE LICENCU):Selling the right to operate a business is a source of income (front end fee; advertising fee; management services fee). Selling the right to operate a business in a particular area provides an opportunity to expand his/her business.

**Disadvantages** of a franchise system for FRANCHISEE (nedostaci franšiznog poslovanja za onoga koji KUPUJE LICENCU): Franchisee needs to pay an initial sum of money (franchise fee or front and fee) to the franchisor for the services provided. (Kupac licence treba da plati onome koji licencu prodaje inicijalnu sumu novca za pružene usluge). Running a franchise requires hard-work. (Vođenje franšiznog biznisa zahteva naporan rad). Some conflicts / disagreements may arise. (Mogu nastati konflikti / neslaganja).

**Disadvantages** of a franchise system for FRANCHISOR (nedostaci franšiznog poslovanja za onoga koji PRODAJE LICENCU): A lack of control over franchisees (nedostatak kontrole nad onima koji su kupili licencu). By allowing other businesses to use their name, franchisors may lose reputation (moguć je gubitak reputacije, jer se drugi koriste imenom njihove kompanije). This is not as quick a method of growth as mergers or acquisitions (ovo nije tako uspešan metod rasta poslovanja kao merdžeri ili akvizicije, uporedi Unit 6, Banking, definicije merdžera i akvizicija). (*New Insights into Business* pg. 34)

6. Which services are offered by a commercial bank? (Koje usluge pruža komercijalna banka?):

Commercial banks offer a wide range of services which include accepting deposits, making loans and managing customers’ accounts. (*New Insights into Business* pg. 56)

7. What is the difference between commercial and a merchant bank? (Koja je razlika između komercijalnih banaka i trgovačkih banaka?):

Commercial bank deals with the general public, whereas merchant bank deals with companies or corporate customers. (*New Insights into Business* pg. 56)

8. Name as many as possible verbs which can describe the change in the share price. Nabrojte što više glagola koji opisuju promenu u ceni deonice.

Some of the possible verbs which can describe the change in the share price are: to fall, to rise, to raise, to increase, to drop, to decrease, to decline, to creep up, to go up, to go down, to reduce… [*Focus on BUSINESS AND THE ENVIRONMENT; THE STOCK MARKET*](http://www.vps.ns.ac.rs/Materijal/mat17535.pdf) (*New Insights into Business* pg. 82)

9. Which goods does your country export and import? (Koje proizvode tvoja zemlja izvozi, odnosno uvozi?):

The main **export** products of Serbia: fruit and vegetables, cereals, non-ferrous metals (neobojeni metali), motor vehicles, electrical machines. Serbia is very dependent on its **imports**, industrial machinery, iron and steel and natural gas.

[*Key VOCABULARY and LANGUAGE focus (lekcije 9,10, 11 i 12; relativne klauze, indirektni govor)*](http://www.vps.ns.ac.rs/Materijal/mat17770.pdf)

10. What form of business would you choose if you want to set up a company? Why? (Koji biste oblik poslovanja odabrali kada biste započinjali biznis? Zašto biste odabrali taj oblik poslovanja?):

Answer (**optional**): I would choose to be a sole trader / sole proprietor because it is the simplest way of starting a business. Furthermore, you are your own boss…

[*Key VOCABULARY and LANGUAGE focus (lekcije 9,10, 11 i 12; relativne klauze, indirektni govor)*](http://www.vps.ns.ac.rs/Materijal/mat17770.pdf) (*New Insights into Business* pg. 106)

11. What is the difference between public and private limited companies? (Koja je razlika između javnih preduzeća i društva s ograničenom odgovornošću, d.o.o.)?

Public limited companies: the public can buy and sell their shares on the stock exchange. Private limited companies: have shareholders with limited liability and their shares may not be offered to the general public. (*New Insights into Business* pg. 106)

12. What is the difference between a merger and an acquisition? (Koja je razlika između merdžera i akvizicija?):

With mergers two companies come together (fuse) to **form one company**. **On the other hand**, acquisition is the activity of **buying another company**.

[*Key VOCABULARY and LANGUAGE focus (lekcije 9,10, 11 i 12; relativne klauze, indirektni govor)*](http://www.vps.ns.ac.rs/Materijal/mat17770.pdf) (*New Insights into Business* pg. 106)

13. Which different techniques can companies use for market research? (Koje se različite tehnike mogu upotrebljavati za istraživanje tržišta?):

Some of the different techniques that companies use for market research are interviews (*intervjui*), questionnaires (*upitnici*), surveys (*ankete*), focus groups (*fokus-grupe*), observation (*opservacije*) etc. *itd*.

[*Focus on MARKETING and grammar (lekcije 13-15; gerund i (to) infinitiv, članovi, modalni glagoli))*](http://www.vps.ns.ac.rs/Materijal/mat17812.pdf) (*New Insights into Business* pgs. 125, 134 and 144):

14. What methods of advertising are the best? Why? (Koje su metode oglašavanja/ reklamiranja najbolje i zašto?):

[*Focus on MARKETING and grammar (lekcije 13-15; gerund i (to) infinitiv, članovi, modalni glagoli))*](http://www.vps.ns.ac.rs/Materijal/mat17812.pdf) (*New Insights into Business* pgs. 125, 134 and 144):

Answer (**optional**): **In my opinion**, the best methods of advertising are **direct mail** because it is sent directly from you to your customers and it can be highly customized to suit their nature and needs and **radio announcements** because they are cheaper than television ads, and many people listen to the radio, for example, when in their cars…