

Anglais

1. What are the main methods of advertising used , apart from TV advertising ? (50 words)
2. Why is culture an important part of dealing with foreign companies ? (50 words)

Write 150 words maximum on ONE of the following questions.

1. You have been asked to produce a short introduction to a company pamphlet aimed at advising staff who are going abroad to work on cultural difference and how to manage it. You may choose one particular country or give general advice. The title of the pamphlet is :

Working abroad : advice for French people moving or working abroad.'

2. Running an efficient company: what are the hallmarks of good company practice ? (Explain the importance of good internal communication, logistics, accounting etc.)