The second small exam, Tuesday 2.12.

Business English, Mika Tukiainen

1. What are the three manifestations of brand purpose and what do they mean in your own words?
2. What is a touchpoint in the context of marketing jargon?
3. Define marketing myopia.
4. Inflation vs. deflation
5. Your company has a lot of long-term liabilities and deflation is looming around the corner. However, you also happen to have a lot of current assets. What do you do?
6. Fiscal policy vs. monetary policy
7. Grey-haired revolutionaries. + a bonus point for your own well-argued example of such a thing.
8. Index bond
9. Austerity measures in EU
10. Tipping point
11. Deficit vs. surplus
12. Moss Kanter discusses ability to find new patterns in the kaleidoscope. What does she mean by that?
13. Consumer price index
14. Real wages
15. Illiquid
16. Insolvent
17. Strategy
18. Universalist vs. particularist
19. Individualism vs. communitarism
20. Porter suggests there are only three strategies for competitive advantage. Please name them. + bonus point for good examples of each