

This implies an even greater need for a market-oriented approach by service providers. There is, however, a positive aspect for service firms: unlike manufacturers, they are less likely to be caught with huge stocks of unwanted products.

A firm's financial success depends on adding value to its products, that is, selling its products at a price that is higher than the cost of making them. In setting a price, companies must ensure that their customers believe that the product or service is worth the price being charged. This is harder for service providers. Customers can calculate more or less the cost of providing a restaurant meal or painting a room. It's much harder to judge the cost of manufacturing products like cars or refrigerators. Thus, service providers have to work much harder to add value to their services while avoiding any suspicion of overcharging. The implication of this is that manufacturers are likely to find it easier to trade with higher profit margins than service sector firms.

1. Why is a service business easier to start up than a manufacturing business?

- A It needs less capital to set up the business.
- B It is more aware of what its customers want.
- C It has no difficulty finding trained staff.
- D It depends on personal recommendation.

2. New service sector businesses may face a cash flow problem because they

- A have to reduce prices in order to attract customers.
- B cannot always get a big enough loan from their bank.
- C have used most of their capital to set up the business.
- D may not have an immediate demand for their services.

3. Variation in demand is not usually a problem for manufacturers because they

- A need less cash once the initial investment has been made.
- B know that there is a steady market for their product.
- C can use off-peak periods to build up stocks of their product.
- D are able to reduce their prices to encourage sales in off-peak periods.

4. Why do manufacturers suffer when customer demand disappears?

- A They cannot respond quickly to changes in the market.
- B They make most of their money in peak periods like Christmas.
- C They might have a lot of stock that they cannot sell.
- D They have to keep to very strict budgets.

5. Manufacturers trade with higher profit margins because

- A their initial investment is higher so they need a higher return.
- B their customers are unaware of the costs involved in manufacturing.
- C their costs include a much higher budget for advertising and promotion.
- D their products are generally more expensive to make.

TASK 2

Explain the meaning of the phrase "word of mouth" from the text in about 20-50 words.

Word of mouth is one of the ways to attract customers. It is based on personal recommendations from one person, who has already used offered product of the company to another.

ЧАСТЬ 3. ТЕСТИРОВАНИЕ (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

БЛАНК ОТВЕТОВ

ЗАДАНИЕ 1

№	Ответ
1.	10
2.	10
3.	8
4.	10
5.	10
6.	10
7.	10
8.	8
9.	8
10.	9
11.	8
12.	8
13.	8
14.	8
15.	8

ЗАДАНИЕ 2

№	Ответ
1.	27
2.	26
3.	25
4.	16
5.	62
6.	23
7.	51
8.	4
9.	8
10.	12
11.	2
12.	13
13.	42
14.	9
15.	13
16.	71
17.	15
18.	17
19.	63
20.	14
21.	24
22.	3
23.	11
24.	7
25.	36
26.	24
27.	18
28.	64
29.	37
30.	49
31.	.
32.	4
33.	12
34.	2
35.	4

ЗАДАНИЕ 3

Блок №1	
№	Ответ
1.	0
2.	1
3.	0
4.	2
5.	2
6.	3
7.	3
8.	2
9.	2
10.	3

Блок №2	
№	Ответ
1.	2
2.	1
3.	1
4.	1
5.	2
6.	3
7.	3
8.	3
9.	3
10.	3



ЧАСТЬ 4. ДЕЛОВАЯ ИГРА (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

Номер участника: 1439

САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

1
7873

79,5

ПИСЬМЕННАЯ РАБОТА УЧАСТНИКА
ОЛИМПИАДЫ ШКОЛЬНИКОВ СПБГУ
2019–2020

заключительный этап

Предмет (комплекс предметов) Олимпиады

СОВРЕМЕННЫЙ МЕНЕДЖЕР

Город, в котором проводится Санкт-Петербург

Дата 14.03.2020

.....

ВАРИАНТ 2

ЧАСТЬ 1. АНГЛИЙСКИЙ ЯЗЫК (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

TASK 1

Read the passage below about leadership and choose the correct answer, (A), (B), (C) or (D) for each question (1-5).

Starting up a business: service and manufacturing sectors compared

Starting up a business is easier in the service sector than in manufacturing. A new manufacturer has to invest heavily in factory premises, machinery and staff whereas a service sector start-up requires a much smaller initial investment. However, these new service sector firms often take a long time to build up a client base. They rely heavily on **word of mouth** to attract customers, a slow process that causes a few uncomfortable months while waiting for customers to arrive. With few customers, cash flow is minimal, but the start-up bank loan still has to be serviced, and there may be promotional costs like price cuts or free samples.

In contrast, new manufacturers have to find more start-up capital. They take the risk of a high initial investment only because they know there is a ready market for their product. On the other hand, the service sector start-up is more speculative, based on the hope that people will want the service offered, so payback may be seriously delayed. But service sector start-ups have one big advantage over manufacturing. A restaurant, for example, could be set up in a few weeks, enough time to find premises, buy equipment 'off the shelf' and recruit staff. A manufacturer, on the other hand, needs about a year to find suitable premises, install machinery and make deals with suppliers of materials. This delays the time taken for cash inflows to start offsetting the start-up costs for the manufacture.

Cash flow is also influenced by the way demand may vary according to the time of year. Many manufacturers face a seasonal pattern of demand for their product, but the seasonality is more acute for many service sector firms. Manufacturers can produce stock before their seasonal peak, thus allowing them to spread the pressure on the production process. But for service providers who make most of their money during one peak period, seasonality increases the level of risk. If the peak season fails, e.g. ice cream sales crash because of a cold summer, the whole business could collapse before the next peak season.

Even more importantly, service providers have to respond instantly to changes in customer demand. Any variation, whether caused by seasonal factors or changes in fashion, hits service providers immediately.

ЧАСТЬ 2. МАТЕМАТИКА (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

ЗАДАНИЕ 1

Банк «Стабильность» предлагает клиентам открыть вклад на 3 года с постоянной процентной ставкой $r\%$. В банке «Рост» клиентам открывают вклад на 3 года, процентная ставка увеличивается ежегодно в одно и то же количество раз, причем во второй год она равна $r\%$.

Какой банк следует выбрать вкладчику для получения наибольшего дохода, если

- А) для вкладов не предусмотрена капитализация процентов;
Б) для вкладов предусмотрена капитализация процентов.

ЗАДАНИЕ 2

В пещере Кошечка есть два источника – с живой водой и с мертвой водой. Пузырек живой воды наполняется за 15 минут, пузырек мертвой воды набирается за 30 минут. Кошечка пообещал Бабе Яге передать 500 пузырьков живой воды и 1000 пузырьков мертвой воды. Кошечка может привлечь всего 80 помощников, которые будут набирать или только живую воду, или только мертвую.

- А) Найдите наименьшее время выполнения заказа Бабы Яги, если оба источника доступны одновременно.
Б) Найдите наименьшее время выполнения заказа Бабы Яги, если по технике безопасности сначала можно набирать только живую воду, а потом мертвую.
В) Найдите наименьшее время выполнения заказа Бабы Яги, если источники доступны попеременно, каждый по 2 часа.

1) а) Стабильность; вклад - 3 года, ставка $r\%$.

$$1\text{-й год: } a + a \cdot k$$

$$2\text{-й год: } (a + a \cdot k) \cdot k + a$$

$$3\text{-й год: } ((a + a \cdot k) \cdot k + a) \cdot k + a$$

б) Рост; вклад - 3 года, ставка растет, увеличивается в 4 раз, во 2 год - r

$$1\text{-й год: } a + a \cdot \frac{2}{100} + 1$$

$$2\text{-й год: } (a + a \cdot \frac{2}{100} + 1) \cdot (\frac{2}{100} + 1) + a$$

$$3\text{-й год: } ((a + a \cdot (\frac{2}{100} + 1)) \cdot (\frac{2}{100} + 1) + a) \cdot (\frac{2}{100} + 1)$$

$$((a + \frac{a \cdot 2}{100} + a) \cdot (\frac{2}{100} + 1) + a) \cdot (\frac{2}{100} + 1) + a - 3\text{-й}$$

год в Стабильности
Продолжав вложить 1 и 2 вклада
помогает, это при капитализации
процентов максимальный доход будет
во вкладу в банке «Стабильность»

а) Анализируя все схемы, учитывая, что проценты не капитализируются, наиболее выгодно, чем

people.

TASK 3

Write your answer to the question below in **100-150 words** in an appropriate style. Use your own words as far as possible. Make sure your answer is well-structured, argumentative and logical.

If you had an opportunity to start your own business, what would it be? Why?

Had I an opportunity to start my own business I'd choose setting up a children's camp.

Firstly, being a part of the service sector, camps are a very competitive sphere in business. Including the fact that this sphere ^{involves} ~~attracts~~ the hardest target auditory - parents, one should provide all the necessary papers and qualified stuff, not forgetting about advertising and promotion of the business. What makes matters worse, is that in St Petersburg, there is no steady market in this sphere. Furthermore, there are many off-peak periods you can do nothing with.

However, there are many pros in such a business. The initial investments are very small, ~~businesses~~ the business is easily changed in ^{all the} ~~all possible~~ ways, the customers are ^{and} usually loyal.

The most important thing for me is that camps help youngsters to be happier and, although there are many hardships, I'm still ready to risk to have a better place for children to spend their holidays at.

Total: 160 words