

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.

Call other people to buy something what you sell. Tell other people that your product is the best, try to build up a client base.

ЧАСТЬ 3. ТЕСТИРОВАНИЕ (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

БЛАНК ОТВЕТОВ

ЗАДАНИЕ 1

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

ЗАДАНИЕ 2

№	Ответ
1.	27
2.	26
3.	25
4.	16
5.	62
6.	23
7.	51
8.	7
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.	5
28.	64
29.	37
30.	49
31.	
32.	4
33.	5
34.	2
35.	4

ЗАДАНИЕ 3

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

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



ЧАСТЬ 4. ДЕЛОВАЯ ИГРА (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

Номер участника: 1404

САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ



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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

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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.

Математика (страница для решений):

2) AgNO_3 + Zn var-ko ~~podan~~ namozumund, xloridagunlar yoki peroksidlar.

Вот где живет А (нам известно, что он замечательно приспособлен, так
будет дешевле всего); Попробуем понять, что на самом деле происходит

$$\frac{14.082}{8h} = \frac{1000}{500} \quad (4) \quad \frac{125}{x} = \frac{500}{500} \quad (5) \quad 500t = 1000 - 125 + 57$$

(c) $625 \times 1000 \Rightarrow + = 16$; $16 \times 16 = 256$; $256 \times 1000 = 256000$

$\Rightarrow 625x = 1000 \Rightarrow x = 16$; Kaugen nur 16 Gramm
 ' $46 = \frac{125}{x} \Rightarrow 8$ (Kaugen) (~~125~~)

$$46 - \frac{125}{16} = 8 \text{ (rach)} \quad (\text{A-ttttt})$$

2) В. Мертвакины купили корову в 2 раза дешевле, и телу же, стоимость коровы в 2 раза меньше. Поэтому телушкам выгоднее.

дифференциальное уравнение беря за независимую переменную время, мы имеем

$$\frac{dx}{dt} = -80 + \frac{x}{5} = 16 - \frac{x}{5}$$

pers. M.H. Berg

Sienmdyngs berg

3a i vaca - 8.16 = 128.
 7 kub.
 3a i vaca 4.64 = 256.
 14 kub.

$500:128 \approx 4$, $1000:256 \approx 4$, $4 \cdot 2 = 8$
 $4 \cdot 2 = 8$, $8 + 8 = 16$ Ordem: 16 Jacob - (B)

216; mud logs - 25 sec; depth - 55;

01:25:00 s, $\delta = 52, 52, 100.5$

onkem, 6 - 15 road

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?

It would be a service business, but not usual. People always won't know about themselves, so my business would be connected with the asks of people. I think I can tie clients and manufactures, make both of them happy, because my company will know, what wants client, and I will give them all, that they want, and this way will help all to make money. I can't name this better, because our company analyzes people, what they need, and this is some difficult job. By the way, this type of business will be never never lose, because people always need something.