

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 a phrase ~~that~~ used to describe a situation when people share information ~~between~~ through different places, restaurants, nail bars etc. to their friends. In Russian we have “сарафанное радио” which has a similar meaning to “word of mouth”. Basically, it is a free advertisement

ЧАСТЬ 3. ТЕСТИРОВАНИЕ (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

БЛАНК ОТВЕТОВ

ЗАДАНИЕ 1

№	Ответ
1.	7 7
2.	8
3.	10
4.	10
5.	10
6.	10
7.	10
8.	8
9.	10
10.	10
11.	10
12.	10
13.	10
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.	9
18.	12
19.	63
20.	14
21.	24
22.	3
23.	13
24.	7
25.	36
26.	24
27.	18
28.	64
29.	32
30.	49
31.	76
32.	4
33.	5
34.	2
35.	4

ЗАДАНИЕ 3

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

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



ЧАСТЬ 4. ДЕЛОВАЯ ИГРА (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

Номер участника: 1424

САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ



1
3663

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.

Математика (страница для решений):

2) 1000 летней истории города

3) $390 + 125 = 495$ mugs = 8 mugs 15 mugs.

- Deci: 8 Dec 15 mays.

(3) ~~Нарядно~~ Дочунам репре и ваа рабавас
уномм с репре бопи.

За 2 часа было собрано 4 корзины и
дано 30 килограммов хлеба. 2200

- 2) Суррогаты — 2 типа по количеству компонентов. 2-й тип — по 3 компонента, а 3-й — по 4 компонента. Все вещества — инертны.

(3) улова намбубу изъясно бонг.

- 4) Углерод 2 гата, водород на углеводороды known: 8 атома.
- 5) Кислород + 360 углеродов - при 900 known: 10 атома
- 6) Углерод 2 атома known: 12 атомов.

2) Overbunden 40' ungenutzt für Kulturen
30 mump. ungen. 12 mab 30 mump
Eber: 12 mab 30 mump.

1. $\frac{\text{Sum "Calculations" (290)}}{\text{Sum "Pay" (290)}} = 1$

$$\int_{\mathbb{R}^d} g_{\mathbb{R}^d}^{\mathbb{R}^d} = g_{\mathbb{R}^d}^{\mathbb{R}^d}$$

2209 6230

- $$= \frac{0.229}{2} \% S$$

500: 80 = 6, 6 had no job so $15 - 6 = 9$ unemployed ; answer

до изгнания, чтобы до падения не случилось

узысканий на ее материальное благополучие

ω

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.

Nowadays the fast business to start is business connected with ecology. It could be anything from T-shirts ~~and~~ ~~shirts~~ produced from recycled plastic to electric cars. ~~It would be~~
It would be a rather profitable business as nowadays the problem of ecology is one of the most important global problems and such business would both help ~~to~~ solve the environment and ~~will also~~ earn money.

~~Such business does not need an activist's touch~~
Firstly, such business does not need an ^{expensive} advertisement as everyone is well-aware about ecological problems. ~~not people are willing to do anything to protect the environment~~. Also every body connected with industry is really fish-busky nowadays. people stop buying coats made of fur or cosmetics packed in animals, so I guess they ~~would~~ would buy everything made of recycled plastic.

1. Secondly, such business may be supported by influential people like Jitka Tubery. ~~the~~ ~~business~~ ~~is~~ ~~not~~ ~~just~~ ~~about~~ ~~eco~~ ~~business~~ ~~is~~ ~~that~~ ~~it~~ ~~does~~ ~~not~~ ~~just~~ ~~bring~~ ~~money~~ ~~it~~ ~~also~~ ~~helps~~ ~~to~~ ~~save~~ ~~the~~ ~~world~~.