

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.

In some ways, the phrase “word of mouth” means the power of word. According to the text, it is clearly that service sectors firms have to be able to make their clients want to use their product, and the best way to do it - is to make a great advertisement via

ЧАСТЬ 3. ТЕСТИРОВАНИЕ (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

БЛАНК ОТВЕТОВ

ЗАДАНИЕ 1

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

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.	14
13.	42
14.	9
15.	13
16.	71
17.	15
18.	17
19.	63
20.	14
21.	24
22.	3
23.	11
24.	4
25.	21
26.	24
27.	18
28.	64
29.	37
30.	49
31.	66
32.	4
33.	5
34.	5
35.	4

ЗАДАНИЕ 3

Блок №1	
№	Ответ
1.	0
2.	22
3.	2
4.	3
5.	3
6.	3
7.	3
8.	2
9.	2
10.	2

Блок №2	
№	Ответ
1.	3
2.	3
3.	3
4.	1
5.	23
6.	2
7.	23
8.	2
9.	3
10.	3



ЧАСТЬ 4. ДЕЛОВАЯ ИГРА (СОВРЕМЕННЫЙ МЕНЕДЖЕР)

Номер участника: 1497

САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

1
9236

74,5

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

- для вкладов не предусмотрена капитализация процентов;
- 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. Кошей пообещал Бабе Яге передать 500 пузырьков живой воды и 1000 пузырьков мертвой воды. Кошей может привлечь всего 80 помощников, которые будут набирать или только живую воду, или только мертвую.

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

Задание 2.

А) Если, что так как пузырек мертвой воды набирается дольше, чем пузырек живой воды, правильнее «оправить» 80 помощников сначала напоить пузырек мертвой водой.

За 30 минут будет наполнено 80 пузырьков.

За 360 минут — 960 пузырьков.

За эти же 360 минут Кошей сам соберет

$(360 : 15) = 24$ пузырька мертвой воды. Оставшиеся 40

пузырьков мертвой воды помощники соберут за еще 30

минут, таким образом все 1000 пузырьков мертвой

воды соберется за 390 минут. За 390 минут

Кошей соберет 26 пузырьков, после чего к нему

присоединяется 80 помощников. Тогда уже воду будет

собирать 81 человек.

За 405 минут — 107 пузырьков... А за 465 минут —

512 пузырьков. Таким образом, все 1000+500 п.в. наберутся

за 465 минут.

Ответ: 465 минут.

Математика (страница для решений):

Б) Тогда 81 «чел» набирают сначала живую воду. За 15 мин = 81 п.в. ... За 105 минут — 567 пузырьков.

Затем 81 набирают мертвую воду.

За 30 минут — 81 п.в. ... За 390 минут — 1053 пузырька.

Таким образом ~~и~~ наименьшее время равно

105 минут + 390 минут = 495 минут.

Ответ: 495 минут.

Б) Первое $2x = 15 \text{ мин.} \cdot 8 = 81 \text{ р.} \cdot 8 = 648 \text{ п.в.}$ живой воды

$2x = 30 \text{ мин.} \cdot 4 = 81 \cdot 4 = 324 \text{ п.в.}$ мертвой воды

$2x = 4848 = + 324 = 648 \text{ п.в.}$ мерт. вода

$2x = + 324 = 972 \text{ п.в.}$ мертвой воды

За оставшиеся 28 п.в. Наполняется 28 р. за 30 минут.

Таким образом наим. время = $2x \cdot 4 + 390 \text{ минут} = 8x \cdot 30 \text{ мин}$

Ответ: 8 часов 30 минут.

Задание 1.

«Стабильность» «Рост»

3 год

$r\%$ $1 \text{ год} - \frac{5}{2}\%$

$2 \text{ год} - 7\%$

3 год — $\frac{3}{2} 7\%$

А) если два вклада в «Рост» в итоге будет меньше, чем в «Стабильности»:

А) если два вклада не предусмотрена капитализация процентов,

то выгоднее вложить в банк «Стабильность»

Б) если два вклада предусмотрена капитализация

процентов, то выгоднее вложить в банк «Рост».

the power of the words. "Word of mouth" means an ability to speak confident, clearly, cleverly; to persuade another 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?

If I had an opportunity to start my own business, it would be an opening of a recording musical studio or a label. Nowadays, there are a lot of new young songwriters and singers, who do not have so many opportunities to become more popular. We all know, that every new song, every new music must be heard, and every new ~~best~~ work of art has a chance to be well-known. My label, or my musical studio company, would search new songwriters, and new interesting, extraordinary and unusual musicians, and would donate to their art. We would help them to record songs ~~to~~ ^{would} produce their ~~would be a pre-producer for them~~ ^{would be a pre-producer for them} to grow. It is ~~so~~ ^{very} interesting opportunity to work with people like that, and I am sure that it is a great chance for them too. We would develop ~~their~~ them, and one day this business would certainly gain a lot of money, as music sphere is one of the most popular and explored, every person listen to music every day, and new artists, especially unusual one, ~~will~~ ^{would} be very useful and demanding, and people would obviously ~~never~~ like to buy their works of art and listen.

So I am sure that business in an art sphere cannot be unsuccessful as music is an essential part of everybody's life.