

Possible answers:

1. WHAT IS IMPORTANT WHEN ... ?

Interviewing candidates for a job

- Personal qualities
- Qualifications
- Working experience
- Covering letter
- Check references

2. WHAT IS IMPORTANT WHEN ... ?

Conducting market research

- Competition
- Characteristics of sample
- Price
- Market share
- Market growth

3. WHAT IS IMPORTANT WHEN ... ?

Organising a training programme

- Availability
- Costs
- Interest of employees
- Coaching
- Objectives

4. WHAT IS IMPORTANT WHEN ... ?

Planning a career

- Qualifications
- Future trends
- Identify possible occupations
- Research the Labor Market

5. WHAT IS IMPORTANT WHEN ... ?

Choosing a new supplier

- Product quality
- Costs
- References
- Confidence in a supplier

6. WHAT IS IMPORTANT WHEN ... ?

Delegating tasks

- Priorities
- Previous experience
- Trustful people
- Saving time

7. WHAT IS IMPORTANT WHEN ... ?

Making a job application

- Knowing about the company
- Preparing for questions
- Sending CV
- Sending covering letter
- Do not be nervous

8. WHAT IS IMPORTANT WHEN ... ?

Improving customers relations

- Conducting surveys
- Regular training
- Be in touch with customers
- After-sales service

9. WHAT IS IMPORTANT WHEN ... ?

Controlling costs

- Finance systems
- Arrangements with suppliers
- SWOT analysis
- Focus on variable costs

10. WHAT IS IMPORTANT WHEN ... ?

Introducing new technology

- Expert advice
- After-sales service
- Market research
- Costs

11. WHAT IS IMPORTANT WHEN ... ?

Dealing with clients

- Understanding needs
- Negotiating skills
- Be aware of habits and customs
- Verbal and non-verbal communication

12. WHAT IS IMPORTANT WHEN ... ?

Aiming to improve product quality

- Reviewing staff training
- Inspecting machinery
- Using better technology
- Organizational culture

13. WHAT IS IMPORTANT WHEN ... ?

Advertising a product or service

- Appropriate media
- Competition
- Costs
- The sales force

14. WHAT IS IMPORTANT WHEN ... ?

Preparing to attend a conference

- Planning the journey
- Information about the speakers
- Costs
- Be interested in the topic
- Information about amount of people attending

15. WHAT IS IMPORTANT WHEN ... ?

Setting targets

- Staff morale
- Planning
- Motivation
- Divide tasks evenly

16. WHAT IS IMPORTANT WHEN ... ?

Managing staff

- Motivation
- Experience
- Benefits
- Personal qualities

17. WHAT IS IMPORTANT WHEN ... ?

Attracting investment

- Public relations
- Strategic planning
- To create the business plan
- Solvency of the company

18. WHAT IS IMPORTANT WHEN ... ?

Preparing for a product launch

- People involved
- Costs
- Convenient place
- Possible profit
- Timetable