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Second-year Management Sciences **Groups:** 05, 07, 08

The model answer to the first summative assessment

Transcription of the Audio Recording: 10/10

Apple is one of the world's leading technology companies.
Internally, it is known for its strong innovation culture and highly skilled workforce.

The company focuses on designing high-quality products and maintaining a very advanced technological environment.

One of Apple's main internal strengths is its strong brand loyalty.

Millions of customers trust products such as the iPhone, iPad, and MacBook.

However, the company also has internal challenges, including high pressure on employees and strict working deadlines.

From an external perspective, Apple operates in a highly competitive global market.

It faces strong competitors such as Samsung and Microsoft, who constantly develop similar technologies.

At the same time, Apple benefits from increasing global demand for digital devices and online services.
However, it must also deal with external risks such as fast technological changes and global supply chain disruptions.

Answering the questions:

1. **What is the topic of the audio?**

The text is about Apple as a global technology company, its internal strengths and weaknesses, and its external opportunities and challenges in the competitive market. **01 p**

2. **What is Apple known for internally?**

Apple is known internally for its strong innovation culture and highly skilled workforce. **01 p**

3. **What are Apple's internal strengths mentioned in the text?**

Apple's internal strengths mentioned in the text are a strong innovation culture, a highly skilled workforce, and strong brand loyalty. **01 p**

4. **Apple faces strong competitors such as:** **c.** Samsung and Microsoft **0,50 p**

5. **One internal challenge for Apple is:** **b.** Lack of employees **0,50 p**

An external opportunity for Apple is: **a**.Increasing global demand for digital devices **0,50 p**

6. **Apple focuses on designing high-quality products.** **Vrai** **0,50 p**

7. **There is no demand for digital devices in the market.** **Faux** **0,50 p**

8. **Apple faces external risks like technological changes.** **Faux** **0,50 p**

9. **Complete the sentences with the following words: (innovation – workforce – competitors – demand)**: **01 p**

A) Apple is known for its strong **innovation** culture.

B)The company has a highly skilled **workforce**.

C) Apple faces strong **competitors** such as Samsung and Microsoft.

D) There is an increasing **demand** for digital devices.

10. **Find in the text synonyms of the following words:** **0,50 p**
11.

- Clients → **customers**
- Employees→ **workforce**

12. **Find in the text antonyms of the following words: Weak Decreasing:** **0,50 p**
- Weak → **strong**
- Decreasing → **increasing**

13. Write a short paragraph describing a company of your choice. Use the following words in your paragraph: **(opportunities– quality – employees – challenges*)***

Your paragraph should be clear and include at least 4–5 sentences. **02 p**

Tesla is a well-known company that produces electric vehicles and clean energy products. It offers many **opportunities** in innovation and sustainable technology around the world. The company is known for the high **quality** of its cars and advanced technology. Tesla depends on skilled **employees** who work hard to improve performance and design.

However, the company also faces several **challenges** such as strong competition and production difficulties.