



Every day a person sees about ten thousand different brands through advertising. The effectiveness of advertising can be measured by the extent, to which it achieves the objectives set for it. If it succeeds in attaining the objectives advertising can be said to be effective, otherwise it will be a waste of money and time [2]. In a very real sense the integrity of promotional activities rests on how well those activities work. An advertising budget that is spent on some poorly defined task or on undefined tasks may be regarded as an economic waste compared to that spent to achieve the well-defined objectives for which the results can be measured. Any social institution upon which a significant portion of our total productive efforts is expended should be able to point to its specific accomplishment. Indeed, it is a source of discomfort that specific results of advertising activities have not always been subject to precise measurement [3].

It is entirely possible that a poor advertising support may push up the sale because everything else falls into its proper place or the reverse may be possible. But it does not mean that we cannot measure the effects of particular advertising efforts. The advertising executives are much concerned about the assessment of the effectiveness of the advertising efforts. For this purpose, the management needs answers to such questions as: was the advertising campaign really successful in attaining the advertising goals? [4].

With the globalization of the world economy, multinational corporations often use the same advertising to sell to consumers around the world. Some critics argue that advertising messages are thus helping to break down distinct cultural differences and traditional values, causing the world to become increasingly homogeneous. Many advertising campaigns, however, have universal appeal, overriding cultural differences, or they contribute to culture in a positive way. Humor in advertising has made many ad campaigns widely popular, in some cases achieving the status of folklore or taking on new life in another arena [1].

Two factors are to be considered in deciding the approach.

1. Relevance of advertising objectives on the overall performance objectives: generally advertising managers would like to know the role of advertisements on the overall performance of the business firm, that is return on investment and on profitability. A sale is a determining factor of company performance.

2. Difficulty and cost of obtaining data needed to evaluate effectiveness: generally communication measures are easy to follow than sales effectiveness measures. If the measures of advertising are more relevant they will be difficult and costly and vice versa. If it is less difficult and cheap the measures will not be more relevant. Therefore, the advertising manager has to make a balance between these two approaches [4].

In conclusion it must be said that all producers use advertising to promote their products, but not all of them know how to use advertising to get a success in business. It's important to understand how advertising affects the aspects of human consciousness.

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## CONCEPT OF TEAMWORK

*Annotation. The article deals with the problems of teamwork and the ways of applying this concept in the sphere of business. Different approaches towards teamwork were regarded, the key characteristics of this activity were revealed. The advantages and disadvantages of teamwork were outlined. An attempt to compare it with similar activities was made.*

*Анотація. Розглянуто деякі проблеми командної роботи та шляхи її впровадження у сферу бізнесу. Досліджено різні підходи до командної роботи та її ключові характеристики. Виявлено позитивні та негативні сторони цієї діяльності та зроблено спробу її порівняння із схожими видами бізнес-активністю.*

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*Аннотация. Рассмотрены некоторые проблемы командной работы и пути использования этого вида деятельности в сфере бизнеса. Исследованы различные подходы к командной работе, определены ее ключевые особенности. Выявлены позитивные и негативные стороны командной работы и сделана попытка ее сравнения с аналогичными видами бизнес-активности.*

*Keywords: teamwork, leadership, benefit, participation.*

This theme is topical and may be interesting for a wide range of public as teamwork is currently being championed as a way of replacing inflexible, dehumanizing, bureaucratic mechanisms with more humanistic, involving, cultural-ideological methods of coordinating productive activity.

The aim of this work is to define clearly what the teamwork is and how it can be done in various ways.

The objectives of this work are: to determine the importance of teamwork; to learn the mechanism of building a team; to study the main points concerning the organization of the activity of groups of people in the most profitable way.

A team is a group of people coming together to collaborate, and so to reach a shared goal or task for which they hold themselves mutually accountable. Teamwork is a state of unity achieved within a group of people working for a specific economic benefit. There are advantages of teamwork in business such as united effort, division of work, reduction of risk, specialization in work, subordination of personal interest to organizational interest, timely completion, high quality output, goodwill and reputation, unification of merits, persuading, helping and guiding, participating and suggesting, respecting and listening, problem solving and communicating [1].

Team members not only cooperate in all aspects of their tasks and goals, they share in what is traditionally thought of as management functions, such as planning, organizing, setting performance goals, assessing the team's performance, developing their own strategies to manage changes, and securing their own resources.

These shared mental models or knowledge structures allow each teammate to generate predictions and expectations about their teammates' roles and task demands, which in turn, allow them to make adjustments in order to maintain effective team performance [2].

Leadership shows itself in the inspired action of team members. Traditionally, organizations have assessed leaders by their actions and behaviour. But, the best way to assess leadership is by the degree to which people surrounding leaders are inspired. It is this inspiration that leads organizations on to an excellent performance, rather than a mediocre performance.

As a manager, one's prime responsibility is to effectively manage a team. A well-managed team has proved to be more productive and innovative in its approach to all business issues [3].

Many managers face lots of problems while organizing the teamwork because of, for example, incorrect feedback from the employees or lack of resources to proceed with the teamwork process. That's why it is essential to take into consideration as many factors as possible.

The given recommendations can be useful for the experienced manager as well as for the beginners in this sphere.

Finally, though team work and team building can offer many challenges, the payoff from a high performance team is well worth it.

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## **EXCHANGE RATES**

*Annotation. The article is concerned with some aspects of exchange rate. Various definitions of exchange rate were studied. Some economic that can cause the exchange rate fluctuation were regarded. Economic, social and political requirements for exchange rate stabilization were outlined.*

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