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| **Faculty Of Economics, Management, And Commercial Sciences** |
| **Level :** Third Year **/ S 5 Duration :** 01h  **Academic year : 2021/2022** |
| **Exam of English** |
| **Name**:................................................... **Branch**:.................................. **Subject A** |

Marketing is the action or business of promoting and selling products or services, including market research and advertising. Today, marketing is something that every company and organization must implement in its [growth strategy](https://www.cyberclick.net/numericalblogen/how-to-apply-the-get-keep-grow-funnel). Many companies use marketing techniques to achieve their goals without even realizing it, as they work to promote themselves and increase sales of their product or service. These days, marketing is one of the key aspects of business.

There are many other aspects to marketing like product distribution, promotion, designing and creating materials like landing pages and social media content, improving customer experience, doing market research, establishing [market segments](https://www.cyberclick.net/numericalblogen/who-are-the-sme-and-smb-target-market-segment), and much more. Therefore, marketing is very broad and encompasses all the strategies that help a company, brand, or individual achieve their objectives.

**From: (www.cyberclick.net)**

1. **Vocabulary Section**
2. **Comprehension of the text: (03pts)**

What is ***Promotion?***

……………………………………………………………………………………………………………………………………………………………………

**b- Find in the text synonyms of the following words: (01.5 pts)**

increase =…….……….. client = …..……..….…… wide = ……………….…

**c- Find in the text antonyms of the following words: (01.5 pts)**

buying ≠ ………………. decline ≠……………..….. narrow ≠ ………….…

**f-** Use the terms in the box to complete the sentences. **(04 pts)**

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| **Promotion - hierarchy - flexibility - line manager** |

A……………….…..…. is someone who has responsibility for managing others whose positions are well organized within the ………………..…... Moreover, good managers demonstrates strong ………………..…… of management. They may even recommend the…………………… of their best employees.

1. **Grammar Section**

**Activity 1:** Reformulate the following sentences. **(05 pts)**

**1.** "The Invisible Hand" was written by Adam Smith.

……………………………………………………………………………………

**2.** The teacher has written everything down.

……………………………………………………………………………………

**3.** Penicillin was discovered by Alexander Fleming.

……………………………………………………………………………………

**4.** The government will introduce a new law.

……………………………………………………………………………………

**5.** The building had been destroyed by the flood.

……………………………………………………………………………………

**Activity 2:** Fill in the blanks in the sentences using appropriate modals. **(05 pts)**

**1)** ………………... you please tell me the direction the manager’s office?

**2)** You ………………... pay in cash or by credit cards.

**3)** I ………………... come home from the office today.

**4)** We ………………... improve the existing education system.

**5)** ………………... you have a wonderful day!

***Cheers!***

***Pr. Halim KADDOUR***

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| **Level :** Third Year **/ S 5 Duration :** 01h  **Academic year : 2021/2022** |
| **Exam of English** |
| **Name**:................................................ **Branch**:............................ **Subject A** |

**Correction**

Marketing is the action or business of promoting and selling products or services, including market research and advertising. Today, marketing is something that every company and organization must implement in its [growth strategy](https://www.cyberclick.net/numericalblogen/how-to-apply-the-get-keep-grow-funnel). Many companies use marketing techniques to achieve their goals without even realizing it, as they work to promote themselves and increase sales of their product or service. These days, marketing is one of the key aspects of business.

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**From: (www.cyberclick.net)**

1. **Vocabulary Section**
2. **Comprehension of the text: (03pts)**

What is ***Promotion***?

***The activity of making people know bout your product/service through advertisements. / Having a better position or rank ….***

**b- Find in the text synonyms of the following words: (01.5 pts)**

increase = ***growth*** client = ***customer*** wide = ***broad***

**c- Find in the text antonyms of the following words: (01.5 pts)**

buying ≠ ***selling*** decline ≠ ***growth*** narrow ≠ ***broad***

**f-** Use the terms in the box to complete the paragraph. **(04 pts)**

|  |
| --- |
| **Promotion - hierarchy - flexibility - line manager** |

A ***line*** ***manager*** is someone who has responsibility for managing others whose positions are well organized within the ***hierarchy***. Moreover, good managers demonstrate strong ***flexibility*** of management. They may even recommend the ***promotion*** of their best employees.

1. **Grammar Section**

**Activity 1:** Reformulate the following sentences. **(05 pts)**

**1.** "The Invisible Hand" was written by Adam Smith.

***Adam Smith wrote "The Invisible Hand".***

**2.** The teacher has written everything down.

***Everything has been written down by the teacher.***

**3.** Penicillin was discovered by Alexander Fleming.

**Alexander Fleming *discovered* Penicillin*.***

**4.** The government will introduce a new law.

***A new law will be introduced by the government.***

**5.** The building had been destroyed by the flood.

***The flood had destroyed the building.***

**Activity 2:** Fill in the blanks in these sentences using appropriate modals. **(05 pts)**

**1)** ***can*** / ***could*** / ***would*** you please tell me the direction the manager’s office?

**2)** You ***can*** / ***may*** pay in cash or by credit cards.

**3)** I ***will*** / ***shall*** / ***may*** come home from the office today.

**4)** We ***have to*** / ***must*** / ***will*** / …. improve the existing education system.

**5)** ***May*** you have a wonderful day!

***Cheers!***

***Pr. Halim KADDOUR***

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| **Exam of English** |
| **Name**:............................................... **Branch**:....................................... **Subject B** |

Marketing is the action or business of promoting and selling products or services, including market research and advertising. Today, marketing is something that every company and organization must implement in its [growth strategy](https://www.cyberclick.net/numericalblogen/how-to-apply-the-get-keep-grow-funnel). Many companies use marketing techniques to achieve their goals without even realizing it, as they work to promote themselves and increase sales of their product or service. These days, marketing is one of the key aspects of business.

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**From: (www.cyberclick.net)**

**I- Vocabulary Section**

1. **Comprehension of the text: (03pts)**

What is ***Management?***

……………………………………………………………………………………………………………………………………………………………………

**b- Find in the text synonyms of the following words: (01.5 pts)**

to reach =…….…………... targets = …..……..…… wide = …………………

**c- Find in the text antonyms of the following words: (01.5 pts)**

buying ≠ …………..…. to relegate ≠……….....….. collective ≠ ………………

**f-** Use the terms in the box to complete the paragraph. **(04 pts)**

|  |
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| **In-house - workshops - training - staff development** |

………………………is the teaching of new skills for staff to advance in their job. Generally, Companies often run…………………courses to improve employees’ skills. These courses are generally performed in an ……………………way. Usually, the training is run in a form of ……………………with participants.

1. **Grammar Section**

**Activity 1:** Reformulate the following sentences. **(05 pts)**

**1.** "Principles of Political Economy" was written by David Ricardo.

…………………………………………………………………………………..

**2.** The student had written everything down.

…….………………………………………………………………………………

**3.** Many technical devices have been invented by the Algerian ***Belgacem Haba.***

……………………………………………………………………………………

**4.** The university is going to introduce a new instruction.

……………………………………………………………………………………

**5.** The building is being destroyed by the flood.

……………………………………………………………………………………

**Activity 2:** Fill in the blanks in the sentences using appropriate modals. **(05 pts)**

**1)** I ………………... definitely be at the airport to receive you.

**2)** You ………………... pay in cash or by credit cards.

**3)** She ………………... take her meals regularly.

**4)** ………………... you have a prosperous life!

**5)** We ………………... improve the existing education system.

***Cheers!***

***Pr. Halim KADDOUR***

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**Correction**

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**From: (www.cyberclick.net)**

**I- Vocabulary Section**

1. **Comprehension of the text: (03pts)**

What is ***management***?

**Management is the process of planning an objective, organizing resources, influencing and motivating, and controlling the results ….**

**b- Find in the text synonyms of the following words: (01.5 pts)**

to reach = ***to*** ***achieve*** targets = ***goals*** wide = ***broad***

**c- Find in the text antonyms of the following words: (01.5 pts)**

buying ≠ ***selling*** to relegate ≠ ***to*** ***relegate*** collective ≠ ***individual***

**f-** Use the terms in the box to complete the paragraph. **(04 pts)**

|  |
| --- |
| **In-house - workshops - training - staff development** |

***Staff* *development*** is the teaching of new skills for staff to advance in their job. Generally, Companies often run ***training*** courses that to improve employees’ skills. These courses are generally performed in an ***in*-*house*** way. Usually, the training is run in a form of ***workshops*** with participants.

1. **Grammar Section**

**Activity 1:** Reformulate the following sentences. **(05 pts)**

**1.** "Principles of Political Economy " was written by David Ricardo.

***David Ricardo wrote “Principles of Political Economy”.***

**2.** The student had written everything down.

***Everything had been written down.***

**3.** Many technical devices have been invented by the Algerian ***Belgacem* *Haba***.

***Belgacem Haba has invented many technical devices.***

**4.** The university is going to introduce a new instruction.

***A new instruction is going to be introduced by the university.***

**5.** The building is being destroyed by the flood.

**The flood is destroying the building.**

**Activity 2:** Fill in the blanks in the sentences using appropriate modals. **(05 pts)**

**1)** I ***will*** / ***shall*** / ***should*** / …. definitely be at the airport to receive you.

**2)** You ***can*** / ***may*** pay in cash or by credit cards.

**3)** She ***has*** ***to*** / ***must*** take her meals regularly.

**4)** ***May*** you have a prosperous life!

**5)** We ***have*** ***to*** / ***will*** …. improve the existing education system.

***Cheers!***

***Pr. Halim KADDOUR***