

السنة: الثانية	السنة الجامعية: 2024/2023	السادس: الرابع
الدورة: العادية	امتحان مقياس: اللغة الأجنبية 3	تاريخ الامتحان: 2024/05/20
مدة الامتحان: ساعة	أستاذ المقياس: خوجة	التخصص: علوم اقتصادية/علوم مالية ومحاسبية
الاسم واللقب:	رقم التسجيل:	الفوج:
العلامة:		

**\* الإجابة النموذجية \***

- Underline the correct option between brackets:

1. A (partnership / trust / fund) is a formal arrangement in which two or more parties cooperate to manage and operate a business.
2. An organization with one person or a group of people at the top and an (decreasing / declining / increasing) number of people below them at each level is known as a hierarchy.
3. With "glocalization", a mix between globalization and localization, companies seeking global markets have to be aware of (foreign / external / local) cultural characteristics.
4. Just-In-Time production refers to a (quick / timeless / stockless) production where nothing is bought or produced until needed.
5. The key objective of branding is to create a relationship of (trust / distrust / suspicion).

- Match the terms with the definitions: company - product - balance sheet - market leader - income tax

<u>Balance sheet</u>	A financial statement that showcases a company's assets and liabilities
<u>Company</u>	A legal entity formed a group of individuals to engage in business enterprise
<u>Product</u>	Anything that can be offered to a market that might satisfy a want or need
<u>Income tax</u>	A tax that pays for sickness benefits, unemployment benefits and pension
<u>Market leader</u>	The company with the largest market share

- Cross the odd one out:

1. Income tax - tax haven - tax shelter - tax law loopholes
2. Free market - capitalism - perfect competition - socialism
3. Market leader - market share - market follower - market challenger
4. Advertising - competition - publicity - sales promotion
5. Brand name - logo - promotion - slogan

- Put an X next to the correct answer:

1. When a company includes its name in all its products' names, it is called Corporate branding  Individual branding  Brand switching
2. Profitable possibilities of filling unsatisfied needs are known to marketers as Market opportunities  Market segments  Market shares
3. The Brief refers to the budget and advertisement objectives given by the customer to the advertising agency.  Portfolio  File
4. Sales promotion aim to encourage customers to buy off season or new products and includes Free samples  After sale services  Technical assistance
5. In accounting, it is always assumed that a business will continue indefinitely, which is known as A going concern  Going into business  Going bankrupt