

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 segments ☐ Market shares ☒ Market opportunities
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