

**Guelma University**  
**Faculty of Economics Sciences**  
**Department of Commercial Sciences**

LEVEL : 1<sup>st</sup> Master Services Marketing

TEACHER: B.ELAFRI

GROUPS : 1

TIMING : 1 H 30 MIN

**CORRECTION OF THE FIRST ENGLISH EXAMINATION**

**ONE:** Fill in the blanks with one of these words: (5 PTS)

**Goal of marketing communication\_ Two-way marketing communications\_ Marketing communication \_One-way marketing communications\_ Balance of trade.**

1)- allow for some back and forth between sender and receiver such as social media posts or email blasts..... **Two-way marketing communications**

2)- it is the difference in value between total exports and total imports of goods.....  
**Balance of trade**

3)- is the process of creating and delivering messages that communicate with customers, prospects, and other target audiences..... **Marketing communication**

4)- Creating or maintaining brand awareness.....**Goal of marketing communication**

5)- not allow for interaction from the recipient such as TV ads or newspaper articles.....  
**One-way marketing communications**

**TWO:** Answer with true or false : (5 PTS)

1)- A bear market is a situation in which the price of shares is rising.....**False**

2)- Durable goods are Products that are expected to last at least three days.....**False**

3)- A boycott is to refuse to have dealings with (a person, organization, etc) or refuse to buy (a product) as a protest or means.....**True**

4)- A balance of trade is the difference in value between total exports and total imports of goods.....**True**

5)- Middlman is an independent trader engaged in the distribution of goods from producer to consumer.....**True**

**THREE :** put the following words in their appropriate spot: (4 PTS)

Parfum-Sofa-Phone-Meat-Playstation-Sandwich-wardrobe-Truck

Durable Goods	Non-Durable Goods
Sofa- Phone- Playstation- wardrobe- Truck	Parfum- Meat- Sandwich

**FOUR :** Translate from English to Arabic : (3PTS)

1)- Hard Currency = العملة الصعبة

2)- Middlman = الوسيط

3)- Capitalism = الرأس مالية

4)- Hyper-inflation = التضخم المفرط

3)- Autarky = الإكتفاء الذاتي

6)- Boycott = المقاطعة

**FIVE :** Translae from Arabic to English : (3PTS)

1- Balance of trade = الميزان التجاري

2- Bid = المناقصة

3- Gross National Product (GNP)= الناتج القومي الإجمالي

4- Retail Prices= أسعار التجزئة

5- Proforma invoice= الفاتورة الشكلية ( الأولية )

6- Communism = الاشتراكية