

Guelma University
Faculty of Economics Sciences
Department of Commercial Sciences

LEVEL : 1st Master Finance and International Trade

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)

Multi-domestic strategy_ Transnational strategy _Balance of trade_ International strategy_ Global strategy.

- 1)- It is the opposite of a multi-domestic strategy..... **Global strategy**
- 2)- Companies use this strategy as an attempt to create a standardized product or service that can be advertised in any market..... **Transnational strategy**
- 3)- Companies use this strategy to keep their main operations domestic while shipping products and services globally..... **International strategy**
- 4)- Companies that want to implement this strategy will invest resources into researching the cultures of the areas they want to advertise so that they may tailor their products to local preferences..... **Multi-domestic strategy**
- 5)- It is the difference in value between total exports and total imports of goods.....
Balance of trade

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