

Guelma University
Faculty of Economics Sciences
Department of Commercial Sciences

LEVEL : 2nd Master Services Marketing

TEACHER: B.ELAFRI

GROUPS : 1

TIMING : 2 HOURS

THE THIRD ENGLISH EXAMINATION

One: Answer with true or false : (10 PTS)

- 1)- 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**
- 2)-CRM as a concept originated in the 1980s.....**False**
- 3)-Keeping customers and clients engaged are one of the relationship manager duties.....**True**
- 4)- A bear market is a situation in which the price of shares is rising.....**False**
- 5)- A balance of trade is the difference in value between total exports and total imports of goods.....**True**
- 6)- Relationship management, also called customer relationship management (CRM).....**True.**
- 7)- Durable goods are Products that are expected to last at least three days.....**False**
- 8)- Middlman is an independent trader engaged in the distribution of goods from producer to consumer.....**True.**
- 9)- CRM goal examples include retaining more customers, shortening the sales cycle, increasing sales, and decreasing the cost of acquiring customers.....**True.**
- 10)-John Farley, created a precursor to modern-day CRM by developing.....**False**

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

THREE: 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

FOUR: 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