

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

**LEVEL : 2<sup>nd</sup> Master Tourism and Hotel Marketing**

**TEACHER: B.ELAFRI**

**GROUPS : 1**

**TIMING : 2 HOURS**

**CORRECTION OF THE THIRD ENGLISH EXAMINATION**

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

**Dissonance Reducing buying behavior\_ Habitual buying behavior\_ Consumer behavior  
\_ Variety seeking buying behavior\_ Complex buying behavior.**

1)- Purchasers may try the latest brands for no other reason than curiosity or boredom.....

**Variety seeking buying behavior**

2)- It is a study of the actions of the consumers that drive them to buy and use certain products.....

**Consumer behavior**

3)- Consumers conduct extensive research before making a financial commitment and they consult friends, family, and relevant experts before purchasing...

**Complex buying behavior**

4)- Consumers have minimal involvement in a purchase choice because they find very few critical distinctions between brands.....

**Habitual buying behavior**

5)- The purchaser tend to buy what is readily available without much investigation.....

**Dissonance Reducing buying behavior**

**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

**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