

Teacher: Imad ADJABI  
Time Allowed: 1h30

Student ID N:

Name & Surname: .....

CODE

**FIRST MID-TERM EXAM IN ENGLISH CORRECTION**

**I. Part One (9 pts)**

**A. Identify the definition of the statements listed below (5 pts)**

1. Identify **each term with its appropriate definition** (charter flight – environmentally friendly– fuel – landing –luggage, peak season, rail pass, scheduled flight, take-off, security checks)
- Something that does not damage the natural world **environmentally friendly**
  - bags and suitcases that you take on a journey **luggage**
  - a plane journey organized by a company that buys all the seats **charter flight**
  - a plane leaving at the same time each day or each week **scheduled flight**
  - when an airplane leaves the ground and starts flying **take-off**

**B. Read these airport procedures and put them in the order you should do them **from 1 to 8** (4 pts)**

Walk through the metal detector	<b>5</b>
Show your passport and boarding card to staff before boarding	<b>8</b>
Give the airline staff your passport and booking information	<b>2</b>
Put your hand luggage and coat through the security check	<b>4</b>
Proceed to the departure gate when it opens	<b>7</b>
Present your boarding card and identification for inspection at passport control	<b>6</b>
Check in your luggage and take your boarding pass	<b>3</b>
Arrive at the airport and go to the correct check-in desk	<b>1</b>

**II. Part Two (10 pts)**

**A. Decide whether the following statements are true/false (5 pts)**

- 1- Price is the fifth P **F**
- 2- Market segmentation is when you group together people with similar needs and want to identify your target customers **T**
- 3- Promotion makes sure that customers buy a product or service by understanding and meeting their needs **F**
- 4- Marketing keeps a product or service in the minds of customers and helps stimulate their demand for **F**
- 5- Advertising does not bring a product or service to the attention of customers through the media to persuade them to buy it **F**

**B. Translate the following: (5 pts)**

English	Arabic
Peak season	موسم الذروة
Booking	حجز
Fee	تسعيرة
Discounted price	سعر مخفض
Reservation	حجز
Luggage allowance	الأمثلة المسموح بها
Departure	المغادرة
Coach	الحافلة
Take off	الإقلاع

+1 for neat papers

**BEST OF LUCK!**