


Course No: DBUS 1205
 Course Title: English for Business
 Date: 23/03/2013
 No. of Questions: (4)
 Time: 1 hour
 Using Calculator (No)

University of Palestine

 midterm Exam
 2012/2013
 Total Grade: 20


Instructor Name: **أشرف عليان، أ.سهم الطويل، أ.عبد المنعم نجم**
 Student No.: _____
 Student Name: _____
 College Name: _____
 Dep. / Specialist: _____
 Using Dictionary (No)

Question One: Use the following words to fill in the blanks and complete the sentences. {10 Marks}

1- commission	2-revenue	3-expenses	4-brand name	5-tactics
6- vital	7- goals	8- close out	9-inflation	10-ledger
11- mutual fund	12-audience	13-high light	14- balance	15- in attendance
16- quorum	17- return	18- portfolio	19- chairman	20- either way

1. A successful business plan starts with laying out the _____ you wish to accomplish.
2. A co-ordinate team effort is _____ to our project's success.
3. We need to _____ our books for this year, which mean receipts and expenses reports must be submitted so we can reconcile our accounts.
4. Record each transaction in the _____ so we have an accurate record of our operating expenses.
5. Because the _____ is the parson who runs the meetings and leads the board, it's important that he or she be elected by the members of the board.
6. A _____ is required at the board meeting in order for the board to vote on proposal.
7. _____ are easier to manage because a group of people do the trading for you and your money is spread among a variety of different investments like stock and bonds.
8. If the market is strong, expect a good _____ on your investment.
9. High _____ makes everything more expensive so people can't afford to buy as much as they normally would.
10. You can expend your _____ by investing in a wide range of stocks and bonds.
11. Placing candy near checkout counter is one of the sales _____ stores us to get customers to buy more.
12. She wears only _____, and all of her clothes must carry the table of well known designers.
13. . Sales persons receive _____ on every sale they make.
14. The majority of the government's _____ comes from taxes.
15. Telephone service, payroll and rent are just some of our monthly _____.
16. Your account _____ is the amount of money you have in the bank.

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17. When we realized there would be many more people _____ then initially expected, we had to reserve a larger room for the event.

18. If the _____ asks a lot of questions and laughs at your jokes, you know your presentation was successful.

19. I don't have time to read the report from the conference so give me the _____.

20. I could take a loan from the bank or borrow the money from a friend; _____, I will pay interest.

Answer table:

1:	2:	3:	4:	5:
6:	7:	8:	9:	10:
11:	12:	13:	14:	15:
16:	17:	18:	19:	20:

**Question Two: Match the following from columns A to the answers from columns B
 {5 Marks}**

A	B
1.() Finance	1- Is putting money into something with the expectation of gain, usually over a longer term.
2.() Conference	2- Is the act of selling a product or service in return for money
3.() Investment	3- The art and science of managing money.
4.() Banking	4- A formal event where researchers present results, workshops, and other activities.
5.() Sales	5- Is the connection between customers that have capital deficits and customers with capital surpluses

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Answer table

Question No.	1	2	3	4	5
Answer No.					

Question Three: What is the different between the selling concept and the marketing concept? {2 Marks}

Question Four: Translate the following conversation from English to Arabic {3 Marks}

Ramy: In going over the ledger, it appears, We have a deficit.

Amgad: that's impossible, we haven't overspent. Let me know when you reconcile the accounts.

Ramy: Oh, I see what happened. I made a mistake when I rounded off the numbers

End of Questions
Good Luck