


Course No: DBUS 1205
Course Title: English for Business
Date: 29/03/2015
No. of Questions: (6)
Time: 1 hour
Using Calculator (No)

University of Palestine

midterm Exam
2014/2015
Total Grade: 20

Instructor Name: أ.أشرف عليان, أ.سهام الطويل
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. {5 Marks}

risk	Retail	minutes	discount	return
prioritize	tax	portfolio	meaningless	break even

1. You can expand your _____ by investing in a wide range of stocks and bonds.
2. For those of you who were unable to attend last time, I suggest you to read the _____ from that meeting.
3. The greater _____ you take the greater the potential is to make a lot of money or lose it all.
4. When we _____, we layout what we believe to be the most pressing matters that have to be dealt with.
5. A _____, conversation is one that is lacking in sincerity and substance.
6. _____ stores buy their wares from the manufacturers and sell them directly to the customer.
7. If the market is strong, expect a good _____ on your investment.
8. Many stores offer significant _____ during the holidays and you can save a bundle.
9. The government imposed a on all sales in order to increase its revenue.
10. If our revenue increase by four percent, we can pay all of our debts and _____.

Course No: DBUS 1205
 Course Title: English for Business
 Date: 29/03/2015
 No. of Questions: (6)
 Time: 1 hour
 Using Calculator (No)

University of Palestine

 midterm Exam
 2014/2015
 Total Grade: 20

Instructor Name: أ.أشرف عليان, أ.سهام الطويل
 Student No.: _____
 Student Name: _____
 College Name: _____
 Dep. / Specialist: _____
 Using Dictionary (No)

Question Two : choose the right answer from the following {5 Marks}

1. This _____ provides a plan for how we will cut expenses and increase revenue in the next five years.
(proposal – scheme –vital -extended)
2. All _____ matters are to be handled by the finance department.
(figures – Fiscal –final - deficit)
3. High _____ makes everything more expensive so people can't afford to buy as much as they normally would.
(risk – task – inflation - return)
4. _____ provide structure and guidelines to boards to follow.
(prioritize – task – By laws -chairman)
5. Which the right, I can design a high – quality professional brochure.
(Insider – deadline – tool - operation)

Question Three: Write the Terms that suit each sentence from the following (5 marks)

A	B
	Putting money into something with the expectation of gain, usually over a longer term
	The systematic recording, reporting, and analysis of financial transactions of a business.
	Large gathering of individuals or members of one or several, matters of common interest
	A branch of economics , describes the management, study of money, banking, credit, investments, assets and liabilities.
	the process of communicating the value of a product or service to customers.

Course No: DBUS 1205
Course Title: English for Business
Date: 29/03/2015
No. of Questions: (6)
Time: 1 hour
Using Calculator (No)

University of Palestine

midterm Exam
2014/2015
Total Grade: 20

Instructor Name: أ.أشرف عليان, أ.سهام الطويل
Student No.: _____
Student Name: _____
College Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

Question Four: Write down the marketing mix components {1 Mark}

Question Five: Translate from English into Arabic {2 Marks}

Gamal : Rising interest rates are a result of rising inflation

Basil : I thought it was the other way around.

Gamal : It's hard to determine which is the cause and which is the effect.

Basil: either way. I'm getting out of the stock market and putting my money in bonds.

Question Six: What is the deference between marketing concept and sales concepts{2 Marks}

	means	Focus	Ends	Starting points
Marketing				
Sales				

End of Questions
Good Luck☺