

Course No: DBUS 1205  
 Course Title: English for Business  
 Date: 27/07/2013  
 No. of Questions: (4)  
 Time: 1 hour  
 Using Calculator (No)

University of Palestine  
  
 Summer Exam  
 2012/2013  
 Total Grade: 20

Instructor Name: أ.أشرف عليان  
 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- risk	13- accomplish	14- outlet	15- tax
16- quorum	17- return	18- portfolio	19- discount	20- concentrate

1. You can.....anything if you put your mind to it.
2. A successful business plan starts with laying out the \_\_\_\_\_ you wish to accomplish.
3. \_\_\_\_\_ stores buy their wares from the manufacturers and sell them directly to the customer.
4. Placing candy near checkout counter is one of the sales \_\_\_\_\_ stores us to get customers to buy more.
5. Many stores offer significant\_\_\_\_\_ during the holidays and you can save a bundle.
6. We need to \_\_\_\_\_ and stay focused if we want to finish this report on time.
7. The government imposed a \_\_\_\_\_ on all sales in order to increase its revenue
8. A co-ordinate team effort is \_\_\_\_\_ to our project's success.
9. The greater \_\_\_\_\_ you take the greater the potential is to make a lot of money or lose it all.
10. We need to \_\_\_\_\_ our books for this year, which mean receipts and expenses reports must be submitted so we can reconcile our accounts.
11. Record each transaction in the \_\_\_\_\_ so we have an accurate record of our operating expenses.
12. A \_\_\_\_\_ is required at the board meeting in order for the board to vote on proposal.
13. \_\_\_\_\_ 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.
14. If the market is strong, expect a good \_\_\_\_\_ on your investment.
15. High \_\_\_\_\_ makes everything more expensive so people can't afford to buy as much as they normally would.
16. You can expend your \_\_\_\_\_ by investing in a wide range of stocks and bonds.
17. She wears only \_\_\_\_\_, and all of her clothes must carry the table of well known designers.

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18. . Sales persons receive \_\_\_\_\_ on every sale they make.
19. The majority of the government's \_\_\_\_\_ comes from taxes.
20. Telephone service, payroll and rent are just some of our monthly \_\_\_\_\_.

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

A	B
1.( ) marketing	1- Is putting money into something with the expectation of gain, usually over a longer term.
2.( ) Conference	2- Is the process of communicating the value of a product or service to customers.
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.( ) Investment	5- Is the connection between customers that have capital deficits and customers with capital surpluses

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

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

**Osama:** my stockbroker recommends that I diversity my investment portfolio because I have all my money in one stock.

**Firas :** That makes sense if one decrease in value, another's likely to increase, and you will break even

**Osama:** but which stocks are profitable? Do you have any relative who works in brokerage firm who could give some insider advice

End of Questions  
Good Luck☺