

Course No: DBUS 1205
 Course Title: English for
 Business
 Date: 14/09/2014
 No. of Questions: (5)
 Time: 2 hour
 Using Calculator (No)

University of Palestine



Summer Exam
 2013/2014
 Total Grade: 80

Instructor Name: 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. {20 Marks}

Goals	Jet down	Diversify	Inflation	Deficit
Inflation	Tool	Void	Return	Actual
Mortgage	Portfolio	Statements	Dominant	A budget
A quorum	Capital	Task	No problem	Over draft

- A..... is a loan that is borrowed from banks and other financial institutions to purchase a house.
- If you make a mistake when writing a cheque, just write.....on it and the cheque will no longer be valid.
- It would be.....for me to carry that box for you.
- Your..... to develop a time line for the project which we will discuss.
- Which is the right.....,....I can design a high – quality professional brochure
- If the market is strong, expect a good on your investment.
-your holidays by investing in a variety of stocks in a number of industries
- You can spend the interest on the money you've invested but never the
- Spending more than you have in your account will result in an..... If you are not careful.
- A successful business plan starts with lying out the..... you wish to accomplish.
- The constructions will cost \$10,000 and we allocated only \$ 6,000 to it, which means we will have,..... of \$ 4000.
- It's wise to have..... So you can better plan how you spend your money
- Let me your address so I can send the conference report when it's released.
- If you make a mistake when writing a cheque, just write.....on it and the cheque will no longer be valid.
- Add up the receipts for the expenses for the gear and give me the amount we spent.
-is required at the board meeting in order for the board to vote on proposals.
- You can expand yourby investing in a wide range of stocks and bonds.
- The color red is more.....than white, so let's put the red shirts in front to attract more attention.
-serve as documentation of your account balance, deposits, withdrawals, and other information.
- High.....makes everything more expensive so people can't afford to buy

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**Question Two: Match the following from columns A to the answers from columns B
 10 marks)**

A	B
1.() Board Meeting	1- The process of communicating the value of a product or service to customers
2.() Conference	2- The systematic recording, reporting, and analysis of financial transactions of a business.
3.() Finance	3- The act of selling a product or service in return for money.
4.() Accounting	4- Large gathering of individuals or members of one or several, matters of common interest
5.() Sales	5- A branch of economics , describes the management, study of money, banking, credit, investments, assets and liabilities.
6.() Banking	6- A formal statement of a set of business goals
7.() Investment	7- Putting money into something with the expectation of gain, usually over a longer term.
8. () Business Planning	8- The connection between customers that have capital deficits and customers with capital surpluses.
9.() Marketing	9- A gathering of a board of directors to make decisions regarding the direction of a company.

**Question Three: What's the difference between the selling concept and the marketing concept?
 {10 Marks}**

	Starting point	Focus	Means	Ends
Marketing				
Selling				

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Question Four: Translate from English into Arabic

{10 Marks}

1. Ali: Good morning, I need to make a deposit into my account.
Basel: I see you have a negative balance and two checks have bounced, you will have a reserve of credit in case you over spend the cash in your account.
Ali: Thanks, I thought I had voided a check that was cashed which is what caused the over draft.

2. Ahmed: Marketing is more than just selling or promoting a product
Basel: It really understands the consumer, isn't it?
Ahmed: Right. you have to make sure that consumers get what they want even before they know they need it. A good market strategy is vital to a producer's success

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

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

Ahmed: but which stock is profitable? Do you have any relative who works in brokerage firm who could give me some insider advice

4. Kamal: Did you see the minutes of the last board meeting? The bylaw was revised to reflect the company's new mission and vision.

Adel: the board has developed an ambitious strategic plan. I agree with the new focus.

Kamal: the problem is that the board did not have a quorum when the vote was held.

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Question Five: Use the following paragraph to fill the attached CV {20 Marks}

Mohammed Ahmed Hamdan had an interview for employment and he identified himself as follows: I'm a Palestinian, I was born on 28th March 1990, I live in Rafah city, Shohadaa street, with my parents, I'm a Muslim, my ID # 800900600, my telephone # 2847827 and my mobile # 0599787878. My objective is to work in a professionally managed organization in order to improve myself and get experience by profiting all offered opportunities.

I graduated from university of Palestine in 2012 from college of Commerce, Accounting department, my grade was v.good, after my graduation I joined to many training courses such as Al- Aseel program in August 2012, ICDL course in September 2012, English course in November 2012.

I worked as an accountant in Al – Aqsa Company for computers from Jan 2013 to Dec 2013.

My English language is good; my reference is my teacher in the university Dr. Waleed Al- Kahlout.

CV

Personal Information

Name:

Date of Birth:

Nationality:

Tel No.

Mobile No:

Address:

ID Number:

Marital Status:

Gender:

Religion:

Academic Qualifications

Training Courses:

Experience:

Skills:

Reference

End of Questions
Good Luck