

Second Term English Exam Answer Key for Master One Students.

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Note. Identical answers were directly attributed a zero (0pt). Only original answers indicating personal efforts were accepted.

ملاحظة: تم منح علامة صفر مباشرة للإجابات المتطابقة. قبلت فقط الإجابات التي تتم على مجهود شخصي لصاحبها.

a. Text comprehension.

- 1- The national product is
 - The total imports of a nation's economy
 - The total exports of a nation's economy
 - The total production of a nation's economy. ✓ 0.5pt
 - None of the above
- 2- Research is :
 - carried out in almost all professions. ✓ 0.5pt
 - Research is only related to the area of marketing.
 - Research is all about promoting the sale of a certain product.
- 3- The field of marketing entails:
 - Developing and testing new theories
 - Improving the professional life of employees
 - Questioning aspects related to one's job ✓ 0.5pt
 - All of the above

b. True/False.

- 1- A sales promotion executive is someone who works in the field of economics .False 0.5pt
- 2- In marketing, the satisfaction of the consumer is not as important as packaging. False 0.5pt
- 3- Macroeconomics is specific to economic aggregates .True 0.5pt
- 4- The unemployment rate does not belong to the economic aggregates. False 0.5pt

c. Arabic translation.

- Advertising
 - التدرب
 - الإعلان ✓ 0.5pt
 - المهنة
- Skills
 - المهارات ✓ 0.5pt
 - الإعلانات
 - التخفيضات
- Unemployment rate
 - معدل النمو الديمغرافي
 - معدل البطالة ✓ 0.5pt
 - مؤشر العمل
- Business firm

√ مؤسسة تجارية 0.5pt

شركة عامة

مؤسسة خاصة

- Consumer

البائع

√ المستهلك 0.5pt

المشتري

d. English Synonyms.

- Fluctuation : similarity variation importation 0.5pt
- Manager : executive salesperson employee 0.5pt
- Strategic : tactical imprecise convenient 0.5pt
- Training : advertising preparation gain 0.5pt
- Market-place : firm company Market 0.5pt
- Examination : enquiry manipulation execution 0.5pt

e. Sentence Construction.

- Use the word " Sales" to create three different sentences. (Answers may vary) 1pt
- Use the word " Economy" to make up three sentences. (Answers may vary)1pt
- Put the word 'Marketing ' in three different sentences. (Answers may vary) 1pt

f. English/Arabic Paragraph Writing.

1- Some of the questions you should ask if you want to undertake research as a pharmacist: 3pts

- What is the best strategy to promote the sale of a particular medicament?
- How many pharmacists do I need in this drugstore?
- What is the effect of a particular advertising campaign on the sale of this new medical product?
- How satisfied are the consumers with the newly introduced medical products?
- How much are consumers prepared to spend on products of this new brand?
- What are the attributes of a good pharmacist?

2- Arabic translation: 1.5pt

Answers may vary

3- A suggested definition for ' Macroeconomics' : 1.5pt

- Macroeconomics is related to the behaviour of economy in general. It concentrates on some activities and issues like price level and unemployment.

4- Arabic translation: 1pt

يرتبط الاقتصاد الكلي بسلوك الاقتصاد بشكل عام حيث انه يهتم ببعض الأنشطة والقضايا مثل مستوى الأسعار والبطالة.

5- What is the difference between marketing and economics? 1pt

- Economics and marketing go hand in hand as marketing is a branch of economy that contributes to a nation's overall economic growth.