

First Term Evaluation

Activity 01: Say if the sentences are true or false.(1.5)

<u>_____</u> Sentences	True	Fals e
1-Economics has three main areas:microeconomics, middle economics, and macroeconomics		f
2-Macroeconomics studies the economy as a whole	<u>t</u>	
3-Microeconomics studies how individual companies behave.	<u>t</u>	
4-Economics is concerned with production, distribution, and consumption of goods and services.	<u>t</u>	
5-Exploring the inflation rate is part of microeconomics.		<u>f</u>
6-Macroeconomics deals with the overall levels of employment and unemployment in the economy.	<u>t</u>	

Activity 02: Here is a definition of marketing. Complete each sentence by inserting the correct verbs from the options provided. Just tick option A or B for each.(4.5)

1-Marketing is the _____, pricing, promotion, and distribution of goods and services to create exchanges that satisfy individual and organizational objectives.

- A. Buying, selling
- ~~B. Planning, designing~~

2-It involves identifying, anticipating, and satisfying customer needs through _____ research, product development, and communication strategies.

- ~~A. Market, promotion~~
- B. Market, sales

3-Successful marketing requires understanding the _____ and wants of target markets and delivering a product or service that satisfies those needs.

- A. Preferences
- ~~B. Needs~~

Activity 03: Complete the definition by inserting the following verbs.(3points)

design / develop / identify / influence / mode/ persuade.

Marketers have to (1) **identify** or anticipate a consumer need; (2) **develop** a product or service that meets that need better than any competing products or services; (3) **persuade** target customers to try the product or service; and, in the long term, (4) **mode** it to satisfy changes in consumer needs or market conditions. Marketers can (5) **design** particular features, attractive packaging, and effective advertising that will (6) **influence** consumers' wants. Marketing thus begins long before the product or service is put on the market; it combines market research, new product development, distribution, advertising, promotion, product improvement, and so on.

Activity 04: Write the opposite of the adjectives. use (il- dis - ir- un- im- Auto) (6 points)

- 1/ legal illegal
- 2/ honestdishonest.....
- 3/ responsibleirresponsible.....
- 4/ ethicalunethical.....
- 5/ possible.....impossible.....
- 6/ matic.....automatic.....

Activity :5 Translate the following into Arabic. (5points)

1-Marketing	التسويق
2-curriculum vitae (CV)	السيرة الذاتية
3-Product	المنتج
4-Gross Domestic Product or GDP	الناتج المحلي الإجمالي
5-Economic Growth	النمو الاقتصادي

GOOD LUCK

