

Tipasa University Center

Institute of Economics, Commerce  
and Management

Academic Year 2022/2023

2<sup>nd</sup> year Master: Tourism/ Marketing  
English language exam

Name:*****	Group:***	Code:*****
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**Exercise 01:** Donna is presenting a SWOT analysis of her travel firm. Complete the table below with the underlined expressions. (the first one has been done for you). **08 pts**

Strengts	Weaknesses	Opportunities	Threats
-Good locations -big enough to....good prices....01pt	-improve staff training...01pt -high staff turnover...01pt	-Internet booking increasing...01pt -More exotic places...01pt -We are planning to....destinations...01pts	-Economic slowdown...01pt -On line travel companies already established...01pt

**Exercise 02:** Are the following statements (sentences) **true** or **false**? **Correct the false statements..(12pts)**

01- True.....02pts

02- True.....02pts

03- False: documentary credits are usually irrevocable...02pts

04- False: the bill of lading is a document confirming that the goods have been received for shipment...02pts

05- True...02pts

06- True...02pts