

UNIVERSITY CENTER OF TIPAZA
FACULTY OF ECONOMIC SCIENCES, COMMERCIAL SCIENCES AND
MANAGEMENT SCIENCES
EXAM IN ENGLISH SECOND YEAR, 3rd Term 2022/2023

الفوج :	اللقب والاسم:
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First Part: Answer the following statements **true (T) or false (F)** with an explanation of the erroneous sentences in briefly (**answer all questions**)

1. **Non-executive directors** mean is not manager in the company, they work outsiders for other companies and they have a particular knowledge.
true
2. **Manager:** that helps you to control or organize a particular type of activity or responsible for managing an organization.
true
3. Organizations with 'social' aims such as helping those who are sick or poor, or encouraging artistic activity, are **non-profit organizations**.
true
4. **Customer Service Manager:** a person who in charge of the department that deals with the employment, training, support, records, etc. of a company's employees.
Human resource Manager
5. **Human Resources Manager:** ensures that the customers of a company are satisfied by leading and motivating the customer service team, developing loyalty programs, and creating customer satisfaction goals.
Customer Service Manager
6. **Multinational** is the activity of producing, buying and selling goods and services.
Business
7. **Government owned:** belonging to, funded by and controlled by the government.
Privatized
8. **Privatized:** to change from public to private control or ownership.
Government owned
9. Its carries passengers and goods, it's not military that **is commercial television**.
commercial airline
10. **Sole owner** means two or people working together and they are sharing profit and loss.
partnership
11. '**PLC**' means **public limited company** means any person working inside company can buy can sell shares.
Ltd' means limited company

12. Market orientation is the process of planning, designing, pricing, promoting and distributing ideas, goods and services, in order to satisfy customer needs, so as to make a profit.

Marketing

13. Even organization such as government departments, business departments and non-profit organizations are using in the activities the term of **techniques of marketing**.

True

14. The four Ps are including : product ; price ; place ; promotion.

True

15. An asset is something that has value or the power to earn money these include current assets ; fixed assets and intangible assets.

True

16. Fixed assets: money in the bank, investments that can easily be turned into money.

Current assets

17. debts that have to be paid within a year are **long term liabilities**; and those payable in more than a year are **current liabilities**.

Opposite

18. Depreciation gives a picture of its assets and liabilities at the end of a particular period usually the 12 month period of financial year.

Balance sheets

Second part : answer following question shortly .

1-explain shortly about role of marketing in modern business?

Strategy and set techniques to sell an organization p/s.

Marketing focus on improving the reality of what is offer

GOOD LUCK FOR ALL