

# UNIVERSITY CENTER OF TIPAZA

FACULTY OF ECONOMIC SCIENCES, COMMERCIAL SCIENCES AND MANAGEMENT  
SCIENCES

**EXAM IN ENGLISH THIRD YEAR Economics and Corporate Management, 1<sup>st</sup> Term 2022 /2023**

اللقب والاسم:	الفوج:
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**Part one:** Answer the following questions true (T) or false (F). If the answer false you must correct the statements (answer all questions).

**1- SWOT analysis:** a company should look at internal factors includes: opportunities, threats and a company should look at external factors includes: strengths, weaknesses.

opposite

**2- When a company Invades market** it is the biggest competitor there; and when a company **Establishes a foothold** market it starts selling there for first time.

**Strategic decision ..... Strategic vision**

**3- Strategic goal:** when a company decides something important for its long term future; **Strategic move:** when someone has clear ideas about actions to take for future success.

**dominates .....attack**

**4- we spend more money than we have in the account or an amount of money that a customer with a bank account is temporarily allowed to owe to the bank, or the agreement that allows this is: Overdraft.**

true

**5- when workers are not happy with pay or condition of work they are doing: industrial action**

true

**6- strategic partnership** when two companies work together toward a specific goal.

true

**7- The company also benefits from the experience curve or learning curve:** as it produces more, it learns how to do things more and more quickly and efficiently.

true

**8- Deposit account** is a basic type of financial product that allows you to deposit your money and typically earn a modest amount of interest; or for keeping money longer term with restrictions.

true

**9- BANK STATEMENT** that show all the money going out and coming into my account; **BANKING CHARGE** that show all amount they taken off in my account.

true

**10. Bill:** means receiving money for working extra hours.

overtime

**11- Fees:** means money paid to salespeople and agent or in certain percentage of the income.

commission

**12- Overtime:** money is paid by company for retire person.  
**pension**

**13-** The money that is used in a particular country at a particular time; or the money in use in a particular country is called **Income**.  
**currency**

**14- TRADITIONAL BANKING** that show me the amount of my account and internet banking; that I can manage my account sitting at home.  
**internet banking**

**15- Management:** room or building has few or no walls inside, or large areas where many people work together.  
**An open-plan**

**16- Administration:** the activity of managing a company's employees, for example, by employing new workers, training them, managing their employment records, and helping them with problems.

**HRM**

**17-** the costs of developing something new are enormous, but the company can spread them over a large number of produced and sold; In dealing with suppliers, it can obtain lower prices, because it buys in such large quantities that's **economies of scale**.  
**true**

**Part two: Explain the following terms in briefly.**

**1-** Porter of competitive advantage Talk shortly about that

- Cost leadership.....
- Differiatation .....
- Niche/focus .....

**GOOD LUCK**