

Ex 1: Re-write this passage in the simple past tense.

Maria's holiday

الإجابة النموذجية

Every year I go to Bali for my holidays. I stay in a small hotel near the beach. In the mornings I swim in the sea then I have breakfast by the swimming pool. I go shopping in the afternoons and in the evenings, I eat at my favorite restaurant. I usually have pork and noodles. Before I come back home, I always buy a few souvenirs for my friends. That is why my baggage is always heavy.

Last year Maria ~~went~~ to Bali for ~~her~~ holidays. she ~~stayed~~ in a small hotel near the beach. In the mornings she swam in the sea then she ~~had~~ breakfast by the swimming pool. She ~~went~~ shopping in the afternoons and in the evenings, she ----- at ----- favorite restaurant. She usually ----- chicken and noodles. Before she ----- back home, she ----- a few souvenirs for her friends. That is why her baggage is always heavy.

6 PTS

Ex 2: choose the right word.

1 - BENETTON DID A SHOCKING WHICH CREATED A LOT OF BUZZ.

Advertising campaign---consumers--- publicity--- marketing

2 - MARKETING INFLUENCES TO CHOOSE A CERTAIN PRODUCT INSTEAD OF ANOTHER.

Brands--- consumers--- publicity---advertisements

3 - COCA COLA IS THE IN THE SOFT DRINK FIELD

Best---brand---known--- market leader

4 - REPEATED BUYING OF A PRODUCT AND POSITIVE WORD OF MOUTH ARE EXAMPLES OF

honest buying---brand awareness--- brand loyalty ---favoritism buying

5 - IT IS IMPORTANT TO DETERMINE WHEN USING COUPONS.

redemption costs---sales costs---brand image--- a niche mark

5 PTS

مامر

الإجابة الموزونة

Ex 3 : choose the right answer.

1- What is B2B?

- a. Being too Busy b. Business to Customer c. A rock band d. Business to Business

2- What is B2C?

- a. A Star Wars character b. Business to Business c. Business to Customer d. Being too Careful

3- What do B2B and B2C have in common?

- a. The Marketing Strategy is the same b. They like strawberries
c. They both involve a company selling products or services d. The Business model is the same

4- if the farmer creates a shop and sells strawberries to passing customers, his business model is ____?

- a. B2C b. Selling Services c. Farming d. B2B

5- if the farmer sold his crop of strawberries to a Supermarket, his Business model would be ____?

- a. B2B b. Farming c. Selling Services d. B2C

Ex 2 : complete with the right word : place, promotion. Place. product

- 1- product refers to an item or items the business plans to offer to customers
2- price refers to how much the company will sell the product for
3- place refers to the distribution of the product
4- promotion is the integrated marketing communications campaign

4 PTS