



FIRST YEAR LEVEL

FIRST ENGLISH EXAM

Marketing and Promotion

When a company starts to sell goods in a new market, they often do some market research or a preliminary study to see if the project is feasible. They research the market potential or do a feasibility study to see if they will make money by selling in the new market.

One way to assess the market potential is to take a stand at a trade fair or trade show where companies can exhibit samples of their products and see what response they get from prospective customers. The trade fair is a temporary market where each participating company exhibits samples of its product or products at its stand.

Taking part at a trade fair is a form of publicity where the company's representatives will probably hand out publicity brochures to promote the product further. Journalists often write about the trade fair and sometimes companies hold up a press conference to introduce and promote a particular model or range of a product (each different type of a car, bike, mobile phone, etc is a model). All the different models made by a company make its range. The full range of goods is normally displayed in the company's catalogue. The catalogue is a booklet or brochure.

Another way of promoting or publicizing a new product is to place advertisements in magazines or newspapers. Advertisements are also called adverts or ads for short. A plan to do a lot of advertising of one product is called a campaign. Starting an advertising campaign on a new product is known as launching the product.

The aim of publicity is to make buyers or clients interested in the product. Initially, customers might make enquiries about the product. When they decide to buy, they place an order. At a trade fair companies try to win as many orders as possible.

I- Comprehension of the Text

a) - Say whether the following statements are true or false. Justify the wrong ones. (2 pts)

- 1- Companies do not need a preliminary study to sell goods in a new market.
- 2- The trade fair is a permanent market.
- 3- Placing advertisements in magazines or newspapers is a kind of publicity.
- 4- At a trade fair, when customers decide to buy a product, they pay in cash.

b) - Answer the following questions in your own words: (2 pts)

1- Why is it important for companies to take part in trade fairs?

2- What are the kinds of publicity companies can make at a trade fair to promote their products?

c) - Find in the text synonyms of the following: (1.5 pts)

(feasible), (assess), (hand out).

d) - Find in the text opposites of the following: (1.5 pts)

(preliminary), (interested), (win).

II- Language Practice

a) - List all the nouns in the following sentences. Give their kinds. (5 pts)

1- Small manufacturers try to get loans from ABC Bank .

2- John manages the Sheraton Hotel.

3- The staff of Nedjma was awarded the first price.

4- This office needs new furniture.

b) - Say which of the nouns listed below are abstract and which are material? (2 pts)

labour, coal, insurance, training, petroleum, management, iron, competence.

c) - Give the correct form of the verbs in brackets. (6 pts)

1- You (to discuss) at last week's meeting?

2- He (not to understand) why the secretary is not at work right now.

3- We (to have) a planning meeting once a month.

4- Sonia (to leave) the H.R.D a year ago.

5- The financial crisis (to spread) and economists say that many countries are now on the verge of recession.

6- Rolls Royce (to make) the most expensive cars in the world.

GOOD LUCK