

UNIVERSITY OF ORAN
INSTITUTE OF ECONOMICS, MANAGEMENT AND COMMERCIAL SCIENCES
DEPARTMENT OF ECONOMICS
FIRST SEMESTER ENGLISH EXAMINATION

SECOND YEAR 2009/2010
NAME:

TIME: 1H30
GROUP:

THE WRONG STUFF

If a business wants to sell its products internationally, it had better do some market research first. This is a lesson that many companies - including some large American corporations - have already experienced.

Sometimes the problem is in the name. When General Motors introduced its new car called the Chevy Nova into Latin America, it overlooked the fact that No va in Spanish means "It doesn't go". Sure enough, the Chevy Nova never went anywhere in Latin America.

Sometimes it is the slogan that doesn't work. No company knows this better than Pepsi Cola, with its "come alive with Pepsi!" campaign. The campaign was highly successful in the United States, and Pepsi translated its slogan literally for its international campaign. Once the slogan has been translated, for the Germans, it meant "Come out of the graves" and for the Chinese "Pepsi brings your ancestors back from the graves".

Other times, the problem involves pictures and packaging. A smiling, round-cheeked baby has helped sell a great many of jars of Gerber baby food. So when Gerber marketed its products in Africa, it kept the picture of the baby on the jar. What Gerber didn't realize was that in many African countries, the picture on the jar shows what the jar has in it.

These cited examples show the importance of market research in any successful business. Companies had better make a careful enquiry before issuing any advert to promote their products.

EXERCISE ONE:

1. Choose the best answer.

a. This text wants to emphasize on:

- The importance of publicity.
- The importance of market research.
- The importance of business.

b. "Come out of the graves" means:

- The dead persons will wake up.
- To get out of bed.
- The dead persons will get out of their tombs.

2. Answer the following questions according to the text.

a. What should all manufacturers do before they decide to sell their products all through the world?

.....
.....

b. Did the slogan "Come Alive With Pepsi" work in Germany and China?

3. Find in the text the synonyms and opposites of :

Presented =

Ignores #

EXERCISE TWO:

What do the underlined words refer to.

* It is a commercial building for storage of merchandise.

* They are the two important types of middlemen forming a part of the distribution channel, they act as an intermediary link.

* Most companies realize that benefits like housing or sick leave contribute to the well being of their employees.

EXERCISE THREE:

Cross out the wrong word in each sentence

* We have to find as many **brand power/customers** as we can.

* The staff receive 5% **commission/bonus** on everything that they sell.

* Djezzy GSM have signed a new **sponsorship/billboard** deal with local football club.

EXERCISE FOUR:

Put the verbs in brackets into the correct form.

a. After losing billions of dollars for years, Amazon.com finally (make) a profit in the last quarter of 2001.

b. I work for a firm of recruitment consultants. We (design) psychometric tests.

c. They (operate) as joint directors since the company started.

d. What new product is your company currently working on?
We (develop) a new vaccine for the common cold.