

People's Democratic Republic of Algeria
University of Jijel



Department of Economic

Master 1: Tourism & Hotel Marketing
Teacher: Haddad .A

Academic year: 2022/2023

Full Name:.....

Group:.....

The First Semester Exam of English

Task01: Match the needs from Maslow's pyramid (1-5) with the reasons for buying certain products (a-e).

needs	Reasons for buying
1. Self-fulfillment needs	a. A consumer buys a smoke alarm for his house because he wants to be warned if there is a fire. (0.5pts)
2. Physiological needs	b. A consumer buys the latest fashion accessory so that she can look and feel good(0.5pts)
3. Esteem needs	c. A consumer buys a chocolate bar because he is hungry. (0.5pts)
4. Safety needs	d. A consumer buys popcorn and drinks because he has invited his friends round to watch an important football match on TV. (0.5pts)
5. Social needs	e. A consumer buys a yearly subscription to a swimming pool because she would like to train and win a gold medal at the next Olympic Games. (0.5pts)

Task02: Put the words and expressions from the box into the correct columns. (3pts)

Acceptability, awareness, cost to user objects, accessibility, communication, customer, needs, operations, affordability, convenience, objectives, organization.

product	price	place	promotion
1, 4,7 (0.75pts)	3,9, 11 (0.75pts)	5, 10, 12 (0.75pts)	2,6,8 (0.75pts)

Task03: classify the following goods and products in the appropriate columns. (3.5pts)

Fruit, CD ROMs, plasters, cars, freezers, ink for printer, eggs, television, washing machines, furniture, syringe, DVD player, dishwashers, camcorders.

<i>White</i>	<i>brown</i>	<i>perishable</i>	<i>durable</i>	<i>nondurable</i>	<i>Healthcare products</i>
1 washing machines 2 freezers 3 dishwashers (0.75pts)	1 television 2 DVD player 3 camcorders (0.75pts)	1 Fruit 2 eggs 3..... (0. 5pts)	1 cars 2 furniture 3..... (0. 5pts)	1 CD ROMs 2 ink for printer 3..... (0. 5pts)	1 plasters 2 syringe 3..... (0. 5pts)

Task04 :Translate into Arabic

Brown products: الأجهزة الإلكترونية غير البيضاء مثل التلفاز

(0.5 pts)

Marketing and advertising: التسويق والإشهار (0.5 pts)

Purchasing behavior or purchasing patterns refer to what a **consumer** buys, and when and how they make their **final purchasing decision**. (2pts)

يشير السلوك الشرائي أو أنماط الشراء إلى ماذا يشتري المستهلك متى وكيف يقومون بالقرار النهائي للشراء.

(0. 5pts)

(0. 5pts)

(0. 5pts)

(0. 5pts)

Raw materials such as **cotton, gold and oil** are used to make or **manufacture** other products. (1pts)

المواد الخام مثل القطن, الذهب و الزيت تستعمل لصناعة منتجات أخرى.

(0. 25pts) (0. 25pts)

(0. 25pts) (0.2 5pts)

Task05 :Translate into English (2pts)

مدة الصلاحية: Shel life

(0. 5pts)

الأجهزة الكهربائية الغير بيضاء: brown goods

(0. 5pts)

الترويج: promotion

(0. 5pts)

التسويق : Marketing

(0. 5pts)

“Best wishes!”