

Lecture №: 01
General review

A. Key concepts:

Task 1: from your previous knowledge try to match each term with its definition.

Task 02: try to translate ten terms from English into Arabic.

1-Consumer	a- The legal entity that exists to generate profits from commercial activities.
2-Company	b- Working together to achieve common or mutual ends.
3-Collaboration	c- A buyer or user of goods or services.
4-Brand	d- A distinguishing characteristics of a product or service that inspires loyalty in customers and differentiates it from rivals.
5-Advertising	e- The study of the supply of the resources to meet demands.
6-Economics	f- The branche of economics that studies the commercial use of capital.
7-Finance	g- The paid-for use of mass media to promote goods and services to influence customers.
8-Foreign exchange	h- The cost of the currency of another country.
9- Marketing	i- A plan of an action that embodies long-tearm goals.
10- Product	j- The income paid to the owner of capital for its use.
11-Strategy	k- The process by which a company tries to identify, inform and satisfy customer needs and desire.
12-Interest	l- The end result of manufacturing process for purchase by the customer, a product only sometimes refers to a physical good as opposeted to a service.
13- Trade	m- The sale of goods and services.
14 - Debit card	n- The official money currently circulating in a country.
15-Currency	o- Multifaceted financial institutions that provide an arry of services.
16-Banks	p- A card used at the time of purshasing goods or services “ an electronic cheque book“.
17-Current account	q- A marketing strategy that targets the promotion of particular products at demographic groups or geographical areas .
18-segmentation	r- A mixer of techniques used to market a brand.
19-Marketing mix	s- Is an account which designed to store money that will be saved.
20-Saving account	t- Is an account which allows customers to take out or to withdraw moneys.

B Find the opposites of these words in the grid.

1. spender / _____
2. borrower / _____
3. winnings / _____
4. losses / _____
5. high prices / _____ prices
6. sellers / _____

A	R	P	P	U	F	O	L	O	E
S	A	V	E	R	E	U	O	N	N
S	H	A	C	B	D	Y	S	F	M
T	G	S	R	L	G	C	S	L	B
R	D	E	V	E	Q	X	E	E	U
L	O	W	Q	N	V	T	S	T	Y
H	X	Z	W	D	E	I	S	K	E
N	J	O	J	E	D	W	L	I	R
K	E	E	P	R	O	F	I	T	S
I	A	Y	A	C	I	B	Z	U	O

C- Fill the gaps using words derived from the verbs in bold

1. The company's financial _____ is one of the most important factors in determining its success. (MANAGE)
2. The government has implemented several measures to _____ the economy after the crisis. (RECOVER)
3. The _____ of goods and services in a country affects inflation rates. (PRODUCE)
4. The main objective of the central bank is to _____ the country's monetary policy. (CONTROL)
5. The economist's _____ was focused on the role of supply and demand in setting prices. (ANALYZE)
6. This year's _____ of GDP growth was higher than expected. (FORECAST)
7. We need to improve the _____ of our financial reporting systems. (ACCURATE)
8. The company experienced significant _____ in its stock price after the announcement. (FLUCTUATE)
9. The _____ in interest rates has had a strong impact on consumer behavior. (CHANGE)
10. The organization plans to _____ its market share by expanding into new regions. (INCREASE)

D. Choose the correct word from the available options in the sentence:

1. The company is looking for ways to increase its _____.
 - a) revenue
 - b) deficit

- c) poverty
 - d) savings
2. The government has decided to _____ the tax rate for small businesses.
 - a) increase
 - b) decrease
 - c) ignore
 - d) expand
 3. Inflation has a direct impact on the _____ of a country's currency.
 - a) exchange rate
 - b) unemployment rate
 - c) labor force
 - d) GDP
 4. A person or organisation that invests money is called an _____.
 - a) investor
 - b) borrower
 - c) lender
 - d) banker
 5. The money invested by a person or organisation is called an _____.
 - a) investment
 - b) loan
 - c) debt
 - d) savings
 6. A financial _____ is someone who advises clients where to invest their money.
 - a) consultant
 - b) advisor
 - c) lender
 - d) banker
 7. Clients have to pay for this _____.
 - a) loan
 - b) deposit
 - c) advice
 - d) savings
 8. A _____ is a person who saves money.
 - a) investor
 - b) lender
 - c) saver
 - d) borrower
 9. The money that a person saves is known as their _____.
 - a) loan
 - b) deposit

- c) debt
 - d) savings
10. The money lent by a bank to a client is called a _____.
- a) loan
 - b) deposit
 - c) debt
 - d) investment
11. A _____ is a bank or a financial institution from which a person or organisation borrows money.
- a) savings account
 - b) bank
 - c) lender
 - d) borrower
12. A _____ draft is a document used to transfer a large amount of money from one company to another, often to another country.
- a) cheque
 - b) bank
 - c) money
 - d) bank
13. If you are _____, you officially admit that you have no money and you cannot pay your debts.
- a) bankrupt
 - b) invested
 - c) borrowed
 - d) saved
14. The cost of _____ increases when interest rates go up.
- a) savings
 - b) loans
 - c) borrowing
 - d) debt
15. In the UK, there are more _____ than investors.
- a) lenders
 - b) borrowers
 - c) savers
 - d) companies

E. Choose the correct answer from the options

1. If the demand for a product _____ (increase), the price will go up.
- a) increases
 - b) increased
 - c) will increase
 - d) increasing

2. The company _____ (operate) in more than 30 countries by 2025.
 - a) will operate
 - b) operates
 - c) operated
 - d) is operating
3. By the end of the year, they _____ (complete) the project.
 - a) will complete
 - b) will have completed
 - c) complete
 - d) have completed
4. The company was able to _____ a large sum of money from the bank.
 - a) lend
 - b) borrow
 - c) invest
 - d) save
5. A person who _____ their money carefully is called a saver.
 - a) spends
 - b) borrows
 - c) invests
 - d) saves
6. The bank _____ loans to clients for various purposes.
 - a) saves
 - b) lends
 - c) borrows
 - d) invests
7. If you _____ money, you will need to repay it with interest.
 - a) invest
 - b) save
 - c) borrow
 - d) lend

D. Translation:

1- Economics is the study of how society allocates scarce resources and goods.

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2- Profit is the process of obtaining the money in the economy for the benefit of the employer.

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3- Most European countries experienced an economic meltdown due to an increase in public debts.

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4- All economies have both borrowers and savers

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5- The European Union awaits with interest the outcome of the review of macroeconomic activities

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6- The impact of inflation on financial markets differs from one country to another

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7- The government plans to increase taxes on large companies

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8- The demand for consumer goods increases with the improvement of the economy.

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