

Read the following text carefully, and then in your ANSER BOOKLET answer all the questions that follow. Your answer should be based on the text.

Whether you are selling a new type of toothpaste to a chain of pharmacies, the latest computer software to a school or a new kind of package holiday to a travel agency – you need to know.....

How to make a sales pitch

1. Do your research

Don't come away from a sale pitch wishing you had been better prepared. It is essential to know everything about your product.

Do you know when it was developed, and where it is produced? You also need to know who the target market is –for example, the age group or income of the people who might buy it. Not only that, you should know all about the competition – that is, similar products on the market. Why is your product superior to others and why does it have better value? In addition, you should know exactly which people you are speaking to, and what their needs are. For example, if they represent a middle class department store in a humble neighbourhood, be ready to explain why your particular product would suit customers who do not have lots of money.

2. Prepare and practice

Plan your presentation carefully, not just what you will say, but how you will say it. Will you read it word by word, use notes or memories it? Whatever you decide, it is always a good idea to have a list of your main points, in case something interrupts you, or you simply freeze with nerves (it happens!).

3. Be professional

Keep your presentation short and simple. Start with some friendly comments. For example, thank your hosts for allowing you to speak to them, and compliment **their** company. Remember to speak slowly and clearly. It is important to appear confident (even if you're nervous!). While you're speaking, don't keep your head down. Instead, look round the room and make eye contact with your audience Smile!

When you've finished speaking, invite questions. If you don't know the answers, don't pretend! Thank the questioner and promise to find out the answer (and do it!).

Question Number One:

1. The article states that a professional in marketing have to know many things about his product. Write down two of these things.
2. What does the underlined word "**their**" refer to?
3. Quote the sentence which shows that it is important to have an extensive knowledge about your product.
4. Find a phrase in the text that means "a large shop that sells many different types of things".
5. According to the article, there are ways to make a sales pitch. Write down two of these ways.
6. The writer mentioned several examples of products. Write down two of them.
7. In order to convince customer about your product, you should have special skills. Give three skills a salesman must have to achieve that.

SEE PAGE TWO....

B- Literature spot: (2 points)

Read the following lines from “A Green Cornfield”, and then answer the questions that follow:

And as I paused to hear his song
While swift the sunny moments slid,
Perhaps his mate sat listening long,
And listened longer than I did.

1. Find a reference to another listener, apart from the poet herself. Who or what is this listener?
2. Why did the poet stop?

Question number two :(16 points)

A. Choose the suitable item from those given to complete each of the following sentences. Write your answers in your ANSWERBOOKLET. (8 points)

pop , utterance , play it by ear , debt , got cold feet

1. The new engineer wanted to give the speech at the conference, but heat the last second, and was unable to speak
2. After extracting the truth, Ali's parents had fronted up the money to pay off his..... .
3. Possible meanings of words contribute to the meaning of an, which is an act by a speaker.
4. Nawal had bought a sausage roll each and held a bottle of in her hand.

B. Study the following sentence and answer the questions that follow. (2 points)

1. During the flight, the flight attendants will serve you.

Replace the underlined word with the correct Gender _ specific words.

2. When you point out, choose a restaurant that offers a healthy menu.

Replace the underlined phrasal verb with the correct one.

C. Complete the following sentences with the suitable words derived from the words in brackets and write the answer down in your ANSWER BOOKLET. (6 points)

1. The strike affected on the nation’s
(economy , economic , economically)
2. Because of the..... job market. It is important to give young the opportunities to prove themselves.
(compete , competitive , competition)
3. The government's investment will many jobs. (CK)
(create , creation , creative)

Question Number Three :(12 points)

A. Correct the verb between brackets then write your answers down in your ANSWER BOOCKLET. (6 points)

- 1. Hassanhis English dictionary frequently, doesn't he? (use)
- 2. The window had by the little girl. (break)
- 3. We mightn't buy a larger house if wemore money. (not, have)

B. Complete each of the following items so that the new item has a similar meaning to the one before it, and writes it down in your ANSWER BOOKLET. (6 points)

- 1. Learning English isn't as difficult as learning Chinese.

Learning Chinese.....

- 2. How much time did your brother spend at school?

Can you tell me.....?

- 3. It has been proved that electromagnetic fields cause no danger to human.

Scientists

C. Read the following situation and complete the sentences by using the word in brackets. Write the answers down in your ANSWER BOOKLET.

- 1. I regret watching the news. (If only)
.....
- 2. You didn't call me on my birthday so I wasn't happy. (If / would)
.....

Question Number Four (10 points)

Choose the suitable item from those given to complete each of the following sentences and write it down in your ANSWER BOOKLET.

- 1. My houseone in the area.

(are larger than , is the largest , is the most largest , is larger than)

- 2. We are always losing our way because Nader didn't ask the correct direction.

(for , a bout , at , to)

- 3. Salma wishes she English .

(has studied , studies , had study , had studied)

- 4. I am not a doctor,?

(am I , are I , aren't I , am not I)

- 5. Your shoes must be taken, to prevent dirt from outside.

(off , up , a way , of)

See Page Four.....

Question Number Five (15 points)

A-EDITING

(4points)

Imagine you are an editor in the Jordan Times, you are asked to edit the following lines that have one grammar mistake, two spelling mistakes and one punctuation mistake. Correct the mistakes and write them in your ANSWER BOOKLET.

As someone who enjoys delicious food, beautiful places and friendly, hospitable people, studying in Jordan was one of the best decisions I have made in my life. I made many new friends . I also improved my Arabic speaking, writing and reading skills, My dream is to be fluent in arabic one day – and as I intend to return to Jordan as often I can, I know I’m going to make this dream a reality.

B: Guided writing:

Read the information in the table below, and in your ANSWER BOOKLET , write two compound sentences using all the given notes about what one should do to become fit. Use the appropriate linking words.

What one should do to become fit
- go to sleep early.
- avoid all kind of drinks which have caffeine at night.
- drink milk.
- ban from dinner.

• **FREE WRITING:**

(7 points)

Best Wishes: Rae'd AL-Natoor

Question Number One:

1. a - when it was developed, b - where it is produced c - You also need to know who the target market.....etc .
2. hosts
3. It is essential to know everything about your product.
4. department store
5. a - Do your research b - Prepare and practice c - Be professional
6. a – toothpaste b- the latest computer software to a school c - a new kind of package holiday to a travel agency
7. any acceptable answer

B- Literature spot: 1. his mate // the skylark's mate 2. to hear his song

Question number two

- A. 1. got cold feet 2. debt 3. utterance 4. pop
- B. 1. stewards/stewardess 2. eat out
- C. 1. economy 2. competitive 3. create

Question Number Three

A.

1. uses 2. been broken 3. didn't have

B.

1. Learning Chinese is more difficult than leaning English.
2. Can you tell me how much time your brother spent at school?
3. Scientists have proved that electromagnetic fields cause no danger to human.

C.

1. If only I hadn't watched the news.
2. If you had called me on my birthday, I would have been happy.

Question Number Four

1. is the largest 2. a bout 3. had studied 4. am I 5. off

Question Number Five

A-EDITING

hospitable - hospitable arabic - Arabic skills, My skills. My

as often I - as often as I

B: Guided writing:

FREE WRITING:

Open answer

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