

Name: _____

EXAM / UNIT 9

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

Don't come away from a sales 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. What makes your product perfect for them? Most of all, you need to believe in what you're selling, and the best way to do that is to use it!

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 memorise 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!). Then practice it, if possible in front of colleagues. Make changes and practise it again.

Keep your presentation short and simple. Start with some friendly comments.(5) 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!

Question Number one (15 points)

A.

1- Write down the sentence which indicates that you shouldn't look confused even if you are.

.....

2- Quote the sentence which shows the reason of having a list of your main points.

.....

3- Mention one example for the information that you should have about your product..

.....

4- How you should speak during your presentation?

.....

5- Mention one task that you should carry out after finishing your presentation.

.....

B. Critical Thinking (5 points)

1. You should make friendly comments with which you start your presentation. Explain this statement; suggest three examples.

.....
.....
.....

2. Looking around the room and making eyes contact with audience during speech have many advantages. Think of this statement and then in two sentences, write down your point of view.

.....
.....

Question Number Two: (13 points)

A. Study the following sentence and answer the question that follows. Write the answer down in your ANSWER BOOKLET. (3 points)

In business, when you meet someone for the first time, it's polite to ask questions
Replace the misused collocation with the correct one.

.....

B. Choose the suitable item from those given in the box to complete each of the following sentences. There are more words than you need. Write down the answer in your ANSWER BOOKLET. (8 points)

cause	sales pitch	conflict	package	track record
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1. When two sides disagree and argue, there is.....
2. If you are polite, you won'toffence or upset anybody.
3. The..... is a presentation made by someone who is trying to sell a product.
4. When you can prove that you have experience, you have a.....

C. Choose the suitable item from those given to complete each of the following sentences with the correct one. Write the answers down in your ANSWER BOOKLET. (2 points)

1. The next lesson is very important. I wish we.....able to understand it.
(will be would be will not be)
2. Sami has applied to.....the company where his brother works.
(earn do join)

Question Number Three: (12 points)

A. Correct the verbs between brackets then write your answers down in your ANSWER BOOKLET. (4 points)

1. I feel ill. I wish Iso many sweets. (eat)
2. Salma isn't old enough to drive a car. He wishes he.....older. (be)
3. Using a smartphones hurt my hand. I wish I.....using them every day. (stop)
4. I feel exhausted. I wish I.....too much coffee. (drink)

B. Complete each of the following items so that the new item has a similar meaning to the one before it, and write it down in your ANSWER BOOKLET. (4 points)

1. I have to go to work early.
I wish.....
2. I didn't concentrate in my exam today.
If only.....
3. Teacher Mo'ath can't complete his post graduate education in AL-Yarmouck University.
Teacher Mo'ath wishes.....
4. It's a pity Sami wasn't here to help his friend.
Sami wishes.....

C. Choose the suitable item from those given to complete each of the following sentences and write it down in your ANSWER BOOKLET. (4 points)

1. Before an exam, you must.....everything you've learnt.
(revision revise revised)
2. My father often talks about his.....
(youth young younger)

Question Number Five (9 points)

A. EDITING (4 points)

Imagine you are an editor in the Jordan Times. You are asked to edit the following lines that have four mistakes. (two grammar mistake, one punctuation mistake and one spelling mistakes). Find out these four mistakes and correct them. Write the correct answer down in your ANSWER BOOKLET.

Today. we talk to Mr. Ghanem, a businessman base in Amman who often visit china. We asked him when he first sterted doing business with China.

B. FREE WRITING (5 points)

Write a formal letter to Jordanian University Management to enroll onto online distance learning programme.

Mo'ath Bashtawie