

UNIT 9

الفروع المهنية / المستوى الرابع / الكتاب الجديد

DATE : Sunday 3th of February, 2019

TIME : 1 HOUR



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

Whether you're 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 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 neighborhood, 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!

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 memorize whatever you decide, it is always a good idea to have a list of your main points, in case something disputes you, or you simply freeze with nerves (it happens!). Then practice it, if possible in front of collections. Make changes and practice it again.

Number One : (20 points)

- 1- What does the underlined word their refer to?
- 2- There are many things to be successful sales person. Write down two things.
- 3- Quote the sentence which shows that the thing that you must do to be confident of your product.
- 4- Many pieces of information you need to know about customers. Mention two of them.
- 5- Find a word from the text which means 'a large shop'.
- 6- Planning and hard work make a work successful. Think that this statement is true and in two sentences write your point of view.

Question number two (11 points)

A) Choose the suitable word from those given in box to complete each of the following sentences, and write it down in your ANSWER BOOKLET? (8 points)

Compromise conflict prepared export track record

- 1- When you talk about business and try to do a deal, you
- 2- When you are ready for something, you are..... for it.
- 3- When you can prove that you have experience, you have a
- 4- When two sides disagree and argue, there is

B) If you are polite, you won't cause a mistake or upset anybody (3 points).
Replace the underlined collocation with the correct meaning.

Question Number Three (14 points)

A-Correct the verbs between brackets , then write your answer down in your ANSWER BOOKLET . (6 points)

1.If only Rawan English in the class .

(had spoken , speaks , speaking)

2. I wish children at the street .

(didn't play , play , playing)

3. I regret getting low marks . I wish we high marks .

(gets , got , didn't get)

B- Rewrite the following paragraphs to give the similar meaning : (8 points)

1-I am sorry I didn't bring the necessary files to the meeting.

I wish

2-I regret driving the car fast .

If only

3- The students didn't do much work for my exam .

I wish

4 I regret getting up lately yesterday .

If only early yesterday .

Question number four (4 points)

GUIDED WRITING : Read the information in the box below , and then in your ANSWER BOOKLET , write two sentences about advantages of using social media (4 points)

Advantages of using social media

- talk to your friends everywhere.
- log on the web to find some information.
- send messages to others.
- exchange useful information .

ANSWER :

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ملاحظة مهمة : أرجو توقيع ولي أمر الطالب على هذه الورقة توقيع ولي الأمر

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