

Larbi Ben M'hidi University- OEB
Department of English
Level: 1st Year LMD Students
Module: Oral Expression

Name.....
Gr:

Correction Of The 2nd Term Exam: Oral Expression

Exercise 01: Mark the following statements as True or False. If false, correct them (5pts)

1.The speaker's business course focused exclusively on public relations. (False) 0.5

The course covered advertising, marketing, sales, and PR - not just PR.0.5

2.The internship helped the speaker build media contacts before graduation. (True) 0.5

3.As an account coordinator, the speaker's main duty was designing PR campaigns. (False)0.5

Their main duties were administrative (proofreading flyers, managing databases).0.5

4.The speaker believes natural communication skills are more important than education for PR. (True) 0.5

5. Moving from account coordinator to executive decreased the speaker's client contact.
(False) 0.5

Client contact and responsibility increased after promotion.0.5

Networking helped the speaker secure valuable career opportunities True 01

Exercise 02: Answer the questions below, depending on the information in the recording (7pts)

1.Why did the speaker appreciate their business course?

Because It gave an overview of business and helped explore different communication careers.

(02points, 1 point for each part of the answer)

2. What two benefits did the internship provide? (2point, 1 point for each benefit)

a) Getting a foot in the door b) Building a portfolio/CV beyond studies.

What skills or qualities does the speaker suggest are vital for a job in PR?

Enthusiasm, ambition, willingness to work hard, ability to meet deadlines, being outgoing, and strong communication skills. (1.5 point total 0.75 point for each correct answer) –

4. How did the speaker's role change after becoming an account executive?

Being outgoing, able to communicate easily, and enthusiastic.

1.5 point total 0.75 point for each correct answer)

Exercise 03: Listen to the audio track then fill in the gaps with the missing word or expression.(8pts)

1. While I was studying, I **realised** that I was most **interested** in public relations, and so I joined **a couple of associations** so I could start **networking** before leaving **university**.
2. My **internship** also meant that I **built up** a list of **contacts in the media** and PR industry itself.
3. I had to **write** and **proofread flyers**, keep **track of media databases** and other **admin-type stuff**. It wasn't the most **exciting** of jobs, but at least it gave me a better **insight** into PR and helped me decide what I wanted to do after
4. After about nine months, when I felt ready **to tackle** something a bit **meatier**, I applied for a job, still within **the same company**, with more **responsibility**. I became an **account executive** and very **quickly** felt at home in my new **job**.
5. I love what I do because I get to meet **loads** of different, **interesting** people every day. **Otherwise**, getting an internship was **the best** thing I've ever done and I'd do it **again**, no problem.

0.25 for words (green colour)

0.50 for Expressions (Yellow colour)

N.B. Spelling mistakes are counted and taken into consideration