



CORRECTION OF SECOND ENGLISH EXAM

EXERCISE N°1 : (3pts)

| The assets traded | The maturity | The date of transaction |
|---|-----------------------------------|---|
| -Physical asset markets 0.5 -Financial asset markets 0.5 | -Short term 0.5 -Long term 0.5 | -Spot markets 0.5 -Forward markets 0.5 |

EXERCISE N°2 : (6pts)

- 1- A CV (CURRICULUM VITAE) should be word-processed and never handwritten. 1pt
 - a. True
 - b. False

- 2- **FDIC** : The Federal Deposit Insurance Corp 1pt
 - a. Acronym
 - b. Abbreviation

- 3- Abbreviation are typically formed by using the first letter of each word in a phrase in a phrase to form new word 1pt
 - a. Wrong
 - b. Right

- 4- Creeping inflation refers to a : 1pt
 - a. Slow rise in the general price level.
 - b. Permanent rise in the general price level.

- 5- Galloping inflation refers to a :
 - a. Rapid rise in the general price level. 1pt
 - b. Temporary rise in the price level.

- 6- Short term (money markets) is defined : 1pt
 - a. as the markets for financial assets that have original maturity of one year or less.
 - b. as the markets for the financial assets that have maturity of more than one year.

EXERCISE N° 3 : (5pts)

Calculate the rate of increase, the rate of inflation of the following products and say what type of inflation is it ?

| Years Products | 2020 | 2021 | Rate of Increase | Rate of Inflation | Type of Inflation |
|-------------------|------|------|---------------------|----------------------|-------------------|
| Bread | 0.62 | 0.78 | 25.80% 0.25 | 125.80% 0.5 | Galloping 0.5 |
| Sugar | 1.36 | 1.40 | 2.9% 0.25 | 102.9% 0.5 | Creeping 0.5 |
| Meat | 80 | 140 | 75% 0.25 | 175% 0.25 | Galloping 0.5 |
| Coffe | 25 | 36 | 44 % 0.5 | 144% 0.5 | Galloping 0.5 |
| Petrol | 2.28 | 2.33 | 2.19% 0.25 | 102.19% 0.25 | Creeping 0.5 |

EXERCISE N°4 : (3pts)

- CV stands for curriculum vitals. **Vitae.** (1)
- The first step of marketing plan is to define your **marketing budget**. **research** (1)
- Financial asset markets : deal with stocks, bonds and other financial instruments (1).

EXERCISE N°5 :

The keys components to reach a successful marketing plan are : (3pts)

Research – Sbjective - Strategy - Excution

Start with an executive summary. State your company's mission, vision and values. Identify the market and competition. Define your target customer. Outline your marketing goals. Present your marketing strategy. Define your marketing budget.