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model answer for the Second Semester Examination in terminology

Task 1: Translate the following expressions into English (6 pnts)

1. المستهلكون = Consumers (0.5 p,t)
2. الاتصالات التسويقية = Marketing communications (1 p,t)
3. المزيج التسويقي = Marketing mix (1 p,t)
4. البيئة الداخلية = Internal environment (0.5 p,t)
5. المقاولاتية = Entrepreneurship (1 p,t)
6. المنافسين = Competitors (0.5 p,t)
7. الطلب / العرض = Supply (0.5 p,t) / Demand (0.5 p,t)
8. السوق = Market (0.5 p,t)

Task 2: Choose the appropriate term (5 pnts)

1. All the factors that affect a company's marketing activities.
→ **Marketing environment (1 pnt)**
2. Person or organization that buys products or services from a company.
→ **Customers (1 pnt)**
3. Customers are happy with a product or service.
→ **Satisfaction (1 pnt)**
4. Building long-term relationships with customers to increase loyalty and satisfaction.
→ **Relationship marketing (1 pnt)**
5. Factors outside the company that affect its activities.
→ **External environment (1 pnt)**

Task 3: Translate the following sentences 9 pnts

1. Customer satisfaction is essential for business success.
→ رضا الزبون ضروري لنجاح المؤسسة
2. Companies use promotions to increase sales.
→ تستخدم الشركات الترويج لزيادة المبيعات
3. Companies collect customer data to provide better services.
→ تجمع الشركات بيانات الزبائن لتقديم خدمات أفضل
4. Customer feedback helps improve product quality.
→ تساعد آراء الزبائن على تحسين جودة المنتج
5. دراسة السوق ضرورية قبل إطلاق منتج جديد.
→ Market study is necessary before launching a new product.
6. تؤثر عوامل البيئة التسويقية على نشاط المؤسسة
→ Marketing environment factors affect the company's activity.

7. يتكون المزيج التسويقي من المنتج – السعر – الترويج والتوزيع
→ *The marketing mix consists of product, price, promotion, and distribution.*
8. رضا الزبون جد مهم لعلاقات قوية مع المؤسسة
→ *Customer satisfaction is very important for strong relationships with the company.*