

LEVEL FOUR / UNIT NINE EXAM

NAME:

DATE : / /2020

Read the following text carefully , and then answer all the questions that follow.

Your answers 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

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 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!

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 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 practise it, if possible in front of colleagues. Make changes and practise it again.

3. Be professional

Keep your presentation short and simple. Start with some friendly comments.

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!

When you've finished speaking, invite questions. If you don't know the answers, don't pretend! Thank the questioner and promise to find out the answer (and do it!).

Finally, have a summary of your presentation ready to hand out at the end of the session.

I wish I had known all this when I started out in business! Good luck!

Question Number One: (20 points)

2. In order to be a professional sales person , you should have some qualities. Write down four of these qualities .

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2. The writer states two examples of friendly comments. Write them down .

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3. Quote the sentence which indicates the procedures that the sales person should follow if he /she does not know an answer to a question.

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4. Find a phrase in the text which means "people who are identified as possible customers "

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5. What does the underlined word it refer to ?

6. A successful salesperson needs to acquire some properties . Suggest three qualities that a salesperson should have.

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7. Unless the exchange be in love and kindly justice, it will but lead some to greed and others to hunger. Think of this quotation and , in two sentences, write down your point of view.

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Question Number Two . (11 points)

A . Choose the suitable item form of those given in the box to complete each of the following sentence. (8 points)

extraction , earn the respect, make a miatake compromise , negotiate ,

1. When each side changes their position a little so that they can agree, they have managed to

2. Be careful when you answer the questions , and try not to

3. Jordan is rich in potash and phosphate , and the industry for these minerals is one of the largest in the world .

4. By working hard , you will of your boss

B:

Study the following sentences and answer the question that follows . (3 points)

If you are polite, you won't shake hands or upset anybody.

Replace the misused underlined collocation with the correct one.

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Question Number Three . (12 points)

A. Correct the verbs between brackets . (6 points)

1. Jordan needs to import a lot of oil. If only it larger oil reserves.

(had , had had , has)

2. Mr Haddad didn't understand the Chinese business man . He wishes he Chinese.

(speak , spoke , had spoken)

3. I regret doing the deal . I wish we It .

(haven't done , hadn't done , didn't do)

B. Complete each of the following items so that the new item has a similar meaning to the one before it. (6 points)

1. I regret buying this mobile.

I wish

2. Fares should have come earlier . He didn't attend the class.

Fares wishes

3. Our team didn't play very well yesterday .

If only

Question Number Four (17 points)

A. EDITING: (10 points)

Imagine you are an editor in the Jordan Times. You are asked to edit the following lines that have two spelling mistakes, two grammatical mistakes and one punctuation mistake. Find out these five mistakes and correct them down .

Not surprisingly, two of Jordan's largest export are chemicals and fertalisers .
Pharmaciuticals and other industries represent 30% of Jordan's Gross Domestic Product.

B . GUIDED WRITING : (7 points)

Read the information in the table below , and then write two sentences about the advantages of doing voluntary work. Use the appropriate linking words such as: and , also, tooetc.

The advantages of doing voluntary work
- enhance chances for future recruitment. - give value work experience. - make CV more impressive.

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