



Read the following text carefully, and then in your ANSWER BOOKLET 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 ... How to make a sales pitch First , do your research. It is essential to know everything about your product. 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! Second, 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 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. Third, 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.

**Question Number One: ( 40 points )**

1. According to the text, there are several points that should be researched about the product you are selling before making a sales pitch. Mention two of these points. (6 points)
2. Quote the sentence which indicates the best way for showing your belief in what you are selling. 3 p
3. What does the underlined pronoun it refer to ? ( 3 points )
4. The writer mentioned some tips for effective presentation. Write down two of these tips ( 6 points)
5. The writer states one thing that must be avoided while speaking at a presentation. Write it down. 3p
6. Two aspects should be taken into consideration when discussing competition. Write down these two aspects ( 6 points).
7. In sales pitch it is important to know who you are talking to. Think of this statement and write your point of view in two sentences. ( 4 points )
8. Using your body language is a great way to help developing trust with potential clients . think of this statement and write your point of view in two sentences. ( 5 points )

**Question Number Two: ( 24 points )**

**A. Complete each of the following items with the suitable word from those given in the box. There are more words than you need. Write the answers down in your ANSWER BOOKLET ( 12 points )**

A.

**do a deal , negotiate, agreement, extraction, reserves**

1. In Jordan the ..... industry for minerals is considered one of the largest in the world .
2. Many countries maintain government-controlled oil ..... for economic and national security reasons.
3. After two days of negotiation we could ..... with the Chinese businessmen.
4. We are here to ..... with the employers to get a better contract

.B

**tell a joke, minerals, fertilizers, dominate, compromise**

1. Most ..... are crystals like salt and diamonds.
2. The book is expected to ..... the best seller lists.
3. In the end they reached a ..... and deferred the issue.
4. In formal meetings don't ..... as this may not be translated correctly or could cause offence

.C

**conflict, track record, age group , target market, produce**

1. Nowadays many false attitudes are widespread in your ..... ; young people I mean.
2. Clearly, the company's ..... might be students and thus it might direct its marketing efforts to them.
3. He has an excellent ..... as an author and also a worldwide reputation.
4. The. .... is a result of competing desires or the presence of obstacles that need to be overcome.

**B. Complete the following sentences with the suitable words derived from the words in brackets and write the answers down in your ANSWER BOOKLET ( 12 points )**

1. You should have a summary of your ..... ready to hand out at the end of the session.  
(present , presentation, presented, presentable )
2. When you talk about business and try to do a deal, you .....  
( negotiate , negotiation, negotiable , negotiating )
3. I never told a joke, as this may not be translated ..... or could cause offence.  
( correct, correction, correctly, corrective )
4. The ..... industry for potash and phosphate is one of the largest in the world  
( extract, extracted , extraction, extractor )

**Question Number Three ( 18 points )**

**A : Choose the correct answer and then write your answers down in your ANSWER BOOKET.( 6 p. )**

9. Ali didn't pass his exams . If only he ..... harder last year .

( studied , had studied , studies , studying )

2. Majed has applied to..... the company where his father works.

( join , make , earn, do )

3. When two sides disagree and argue, there is ..... ..

( compromise , offence, conflict, competition )

4.In 1997 a trade agreement ..... between Jordan and the EU .

( make , made , was made , was making )

5.Jordan needs to import a lot of oil. If only it ..... larger oil reserve.

( had , had had , have , has )

6. I wish there ..... more jobs when I was young.

( be , are , had been , is )

**B. Replace the underlined misused collocation in the following sentence with the correct one.( 4 points )**

1. If you are polite you won't shake hands or upset anyone.

**Question Number Four**

**A. Complete Each of the following items so that the new item has a similar meaning to the one before it, and write the answers down in your ANSWER BOOKLET ( 16 points )**

**1. People shouldn't have produced so much green house gases**

**I wish .....**

**2. I regret eating so much sweets last night .**

**I wish .....**

**3. I'd like to have more free time.**

**I wish .....**

**4. Salah shouldn't have invited those people.**

**Salah wishes .....**

## Question Number Five

### G. EDITING ( 10 points)

Imagine you are an editor in the Jordan Times, you are asked to edit the following lines that have five mistakes. Two spelling mistakes, one punctuation mistake, and two grammar mistake. Correct the mistakes and write them in your ANSWER BOOKLET

let's look at exports. Jordan is rich in potash and phosphate, and the extraction industry for these minerals are one of the largest in the world, Not surprisingly , two of Jordan's largest exports are chemikals and fertilizers. Pharmaceuticals and other industries represent 30% of Jordan's Gross Domestic Product (GDP)

### GUIDED WRITING ( 6 points)

Read the information below, and write two sentences about how to make a sales pitch.

#### How to make a sales pitch

- Doing a research about the product and competition
- Planning your presentation carefully
- Keeping your presentation short and
- Speaking slowly and clearly

### FREE WRITING ( 14 points )

In your ANSWER BOOKLET , write a composition of about 120 words on ONE of the following:

1. Write an essay for your school magazine, talking about your childhood and memories when you were young .
2. Think of some simple ways you and other people know could increase your physical activity. Write two or three ideas.