			وإداره الاعمال
	الاسم	مسابقة في الثقافة العامة باللغة الإنكليزية	
	الرقم	المدة: ساعة واحدة	
Part One: Reading Co	mprehens	ion	(Score: 12/20)
Read the selection below	w about br	anding, and then answer the questions that follow.	

Brand Marketing

1. Having a good brand identity is critical. It cannot only position a company above its competitors, but it also communicates to your customers the reason why they should choose you instead of your competitors. However, developing a strong brand image takes time, money, and effort; it involves much more than redesigning a logo or developing a new tagline. Your new brand identity should evolve from your previous identity. Be careful not to start from scratch and come up with something completely new, as you may end up losing loyal customers who have built emotion ties with your product.

2. It is important to understand that by changing the visual aspects of your company, your logo, your packaging, and so forth, you are not actually changing your brand identity. Your brand identity is the promise a company makes to its customers - its features, quality, values, and service support. Just modernizing the visual image does not entail a change in brand values. Unfortunately, branding agencies lead many companies to believe that visual changes will alter customers' perception of their products. Actually, such changes only inform consumers that a company is concerned about how it looks.

3. Successful branding may not be actually connected with the product at all, but it may represent a greater sense of purpose or a more satisfying experience. It may affirm that drinking a cup of coffee can really make a difference or that exercising may bring about a sense of challenge and personal achievement. Many successful brands study emerging societal ideals and trends so that they can take advantage of how customers' wishes could be attained. Then, they push forward the message that by convincing customers to use their product, their dreams can be fulfilled, and the customer can gain the lifestyle he or she is looking for, be it a sense of glamour, freedom, popularity, or self-satisfaction.

4. Lack of consistency is probably the most common pitfall when it comes to designing an image for your brand. You need to provide a consistent message in your proposals and presentations so that your company develops credibility and gets noticed and remembered. To ensure that your branding is consistent, gather all the information issued by your company, be its faxes, emails, advertisements, invoices, or packages. Examine them for any discrepancies in your company image. Doing so will also give you the chance to evaluate the image you are trying to portray

A.	Decide which paragraph each of the statements below refers to.	(03)			
	a. There is a difference between brand identity and logo design.				
	b. Some brands do not reflect the product itself.				
	c. What is involved in creating an image for your brand is important.				
В.	What does each of the pronouns, bold-typed in the selection, refer to?	(01)			
	1. they (Paragraph 1) 2. It (Paragraph 3)				
C.	Find words in the selection which are synonyms to the following.				
	1. contestants (Paragraph 1) 3. drawback (Paragraph 4)				
	2. assert/verify (Paragraph 3) 4. trustworthiness (Paragraph 4)				
D.	The extract below is the correct ending of ONE of the paragraphs above. Identify that paragraph.	(01)			
	At best, they will assume the company is modern; at worst, they will accuse the company of				
	unnecessary extravagance.				
E.	Identify the ONE grammatical error in each sentence and then correct it.	(02)			
	1. Why companies study current social trends to develop a brand?				
	2. If they prepared well for the party last week, people would have enjoyed it more.				
	3. A number of customers speaks English very well.				
	4. Homesickness is one of the most terrible problems whom the poor face.				
103	The state of the s	(03)			

Rewrite the following sentences, starting each as indicated, without changing the meaning. The shelf is so high..... She isn't tall enough to reach the shelf.

Jennifer regrets Jennifer wishes she hadn't put off the party.

He checked our electric wiring yesterday, yet we still had a terrible contact. (Score: 08/20) Part Two: Writing

"Make your marketing so useful that all people would pay for it." What factors make someone's business booming/ prosperous? Develop your writing in a well-organized paragraph of 10-12 lines. Provide a title for your paragraph.