Business English

True or False Questions:

- 1- **Business correspondence** is the communication or exchange of information in a written format for the process of business activities.
- 2- **Business correspondence** can **only** take place between organizations. **X**
- 3- Business correspondence is an informal communication. X
- 4- **Business correspondence** is all the written communication between the organization and its external and internal concerned parties. ✓
- 5- **Business Memorandum** can be classified as Internal Correspondence.
- 6- **E-Mails** can be used in both external and internal correspondences. ✓
- 7- A notice is an oral statement that contains the particulars of holding any event in an organization. X
- 8- **ASAP** is an abbreviation for **as soon as possible**. \checkmark
- 9- **AAM** stands for **automated teller machine**. **X**
- 10- C/A is a shortened form of the word 'account'. X
- 11- External correspondence is with outsiders that include customers, suppliers, government agencies, other business houses and any other stakeholder. ✓

- 12- **Internal correspondence** is with the **internal** parties of the organization which is generally done with the employees. ✓
- 13- **B2B** is the abbreviation of **Business to Business**. ✓
- 14- B2C is the shortened form of Business to Consumer. ✓
- 15- Balance Sheet is the full form of B/S. ✓
- 16- CEO is the abbreviation of Chief Executive Officer. ✓
- 17- CV is the abbreviation of Curriculum Vitae. ✓
- 18- **Disc.** is the abbreviation of **Discount**. ✓
- 19- A/C is the shortened form of Current Account. X
- 20- **E-Commerce** is the abbreviation of **Electronic Commerce**. ✓
- 21- **Etc.** is the abbreviation of **Et Cetera** which means and other things. ✓
- 22- e.g can be written in full form as Exempli gratia. 🗸
- 23- **FIFO** is the abbreviation of **First-In-First-Out**. ✓
- 24- **FYI** is the abbreviation of **For Your Information**. ✓
- 25- **HQ** is the shortened form of **Head Quarters**. ✓
- 26- **Traditional Marketing** is the performance of business activities that direct the flow of goods and services from the producer to **consumer** or user. ✓
- 27- **Modern Marketing** is the process of determining **consumer** demand for a product or service, motivating its

sales and distributing it into ultimate consumption at a profit. <

- 28- A marketing plan is a document which records the activities carried out by the marketing team. ✓
- 29- A **marketing plan** is a **n**ecessary effort to **start** with **before** any marketing effort. ✓
- 30- A **marketing plan** is a necessary effort to end with after any marketing effort. X
- 31-A **marketing plan** is an unnecessary effort to start with before any marketing effort. X
- 32- **Market research** is the process of evaluating the feasibility of a new product or service, through research conducted with potential consumers. ✓
- 33- Market research can be conducted directly by organizations or can be outsourced to agencies that have expertise in this process. ✓
- 34- **Market research** can only be conducted directly by organizations or companies. X
- 35- **Market research** cannot be outsourced to agencies that have expertise in this process. **X**
- 36- **Brainstorming** is the process of **searching for ideas** by taking every thought into consideration and **transforming them into marketing decisions** later. ✓

- 37-Brainstorming can be group-wide and individual. ✓
- 38- Brainstorming can only be group-wide and not individual. X
- 39- **Accounting** has rightly been termed as the **language of the business.** ✓
- 40- **Accounting** is the art of recording, classifying and summarizing financial transactions and events and interpreting the results thereof. ✓

Business MCQ:

Choose the correct answer of the following:

1- is the communication or exchange of information in a written format for the process of business activities.

(<u>Business Correspondence</u>- Corporation- Business Machine-Business institution).

2- Business correspondence is acommunication.

(informal- corporate- formal- intimate).

3- **Business correspondence** is all the communication between the organization and its external and internal concerned parties.

(spoken- oral- written- electronic).

4- can be used in both external and internal correspondences.

(E-mails- A Memorandum- A notice- A business letter).

5- The abbreviation of First-in-First-out is.....

(FIFA- FIFO- LIFO- FIOF).

6- Business memorandum is......formal than e-mails.

(more-less-same-not).

7- Business correspondence is always......

(informal- external- internal- impersonal).

8- A....is a written statement that contains the particulars of holding any event in an organization.

(Memo- Notice - Letter- document).

9- A notice is an example of correspondence.

(External- personal- oral- internal).

10- are known for being paperless, quick and cheap.

(Business letters- Memorandum- <u>Emails</u>- Notice).

11- E-mails are......formal than Business letters.

(more- <u>less</u>- same- not).

12- The abbreviation of current account is.....

(A/C-CC-C/A-AA).

13-correspondence is with the **internal** parties of the organization which is generally done with the employees.

(Internal- external- informal- international).

14-correspondence is usually done with **outsiders** that include customers, suppliers, etc.

(External- informal- international- internal).

15- As soon as possible is the full form of....

(AASP- ASAP- APAS- SPAA).

16- Discount can be abbreviated as....

(Dsc.- disc.- desc.-dsic.)

17-Internal business correspondence is usually done by...

(customers- employees- outsiders- suppliers).

18-Business letters and emails can be classified as--- correspondence.

(quick- external- internal- personal).

19-Memos, emails and notices can be classified as....correspondence.

(informal- external- internal- personal).

20-A.... is an example of business correspondence with outsiders that takes time and uses paper.

(emails- business letter- memo- notice).

21- The shortened form of Balance Sheet is....

(PS-SP-B/S-S/B).

22-The opposite of FIFO which means First-in-First-out is.....

	(FIFA- FIFO- <u>LIFO</u> - FIOF).	
	23-The Latin meaning of e.g, which means for example, is	
	(exempli gratia - exempli great- gratia exempli- gratia example).	
	24-The Latin meaning of etc, which means and other things, is	
(<u>et cetera</u> - cetera et- eat cetera- cetera eat).		
25-A notice is a form ofcommunication.		
	(upward- external- <u>downward</u> - personal).	
	26-The balance sheet , also known as, shows a business's assets , liabilities, and equity at a point in time.	
	a) Statement of financial position.b) Income statement.c) Cost statement.d) Ledger.	
	27 shows a business's assets , liabilities, and equity at a point in time.	
	 a) The balance sheet. b) Income statement. c) Cost statement. d) Ledger. 	
	28- Assets= Liabilities +	
	a) Owner's Equity.b) Expenses.c) Net income.	

d) Rever	nues.
29- Owner'	s Equity = — Liabilities.
a) <u>Asset</u>	<u>s</u> .
b) Rever	nues.
c) Exper	ises.
d) Net ir	ncome.
30- If you k	know that: Assets of ABC Company are LE 1500000 and
Liabilities a	re LE 600000. What is the value of Owner's Equity?
a) 90000	00.
b) 10000	000.
c) 50000	00.
d) 21000	000.
31- If you	know that: Owner's Equity of ABC Company are LE
3000000 a	nd Liabilities are LE 1300000. What is the value of
Assets?	
a) 17000	000.
b) 43000	000.
c) 20000	000.
d) 30000	00.
32- An	communicates information about a business's
financial p	erformance by summarizing revenues less expenses
over a peri	od of time.
a) incon	ne statement.
b) The b	alance sheet.
<i>2</i> ,	diance sileet.

d) Cost statement.
33 = Revenues — Expenses.
a) Net Income.b) Assets.c) Liabilities.d) Owner's Equity.
 34- Revenues= + Expenses. a) Net Income. b) Owner's Equity. c) Assets. d) Liabilities.
35- Assume that: Revenues are LE 350000 while expenses are LE 55000. Compute the Net Income?
a) 295000.b) 405000.c) 300000.d) 50000.
36- If you know that: Net Income is LE 400000 and Revenues are LE 1000000. Then Expenses are LE?
a) 600000. b) 1400000. c) 4100000. d) 200000.

37- is the **management** of company personnel through the staffing functions which include planning, recruitment, selection, orientation, training, performance appraisal, compensation, and safety.

a) Human Resource Management.

- b) Recruitment.
- c) Performance Appraisal.
- d) Orientation.

38- is the process of **choosing** the best candidate among the candidates applied for the job.

- a) Selection.
- b) Recruitment.
- c) Compensation.
- d) Performance Appraisal.

39- is a formal system of review and **evaluation** of individual or team task **performance**.

- a) Performance Evaluation (Appraisal).
- b) Orientation.
- c) Recruitment.
- d) Compensation.

40- means the **advancement** of an employee to a **higher** job involving more work, greater responsibility and higher status.

a) **Promotion**.

- b) Selection.
- c) Motivation.
- d) Recruitment.