

التاريخ: 2020/2019

المدة: 02 سا

المادة: الإنجليزية

المستوى: 3 ع ت

A/Comprehension (7pts)

## اختبار الفصل الأول

Read the text carefully then do the activities

There is a new phrase appearing in business language. It is the concept of Triple Bottom Line, a concept that recognises that there are three legs to measurement of a company's performance- these being social, environmental and financial. Put in a more friendly way, it is about 'people, planet and profits'. This concept recognises that a company cannot be judged by financial performance alone.

Furthermore, it also recognises that the three legs are linked. It is not sufficient, however, just to talk about Triple Bottom Line as a 'fashionable' concept. For those of us who see this concept as the way of the future, it is also necessary to 'walk the talk' and translate this concept into the reality of running a business such as ours.

In business, we have traditionally been taught to only present the Company in the best possible light, particularly to that important group of stakeholders –the customer. It's hard to be honest and self critical in a public way. It's easy to highlight your successes but hard to highlight your failures and your areas for improvement. In the case of a private company, it is also hard to publicly reveal its financial information.

Hubbard foods Ltd. (New Zealand)

'Chief Executive Officer's Statement'

1. Circle the letter that corresponds to the right answer. (0.5 point)  
The text is a : a. newspaper article b. speech c. letter
2. Are these statements true or false ? Write T or F next to the letter corresponding to the statement. (2points)
  - a. The Triple Bottom Line is a new concept in today's business. E
  - b. Financial profit is the only way to measure a company's performance.
  - c. The three legs of The Triple Bottom Line are inter-related.
  - d. It is not easy for a private company to present publicly its financial situation.
3. Answer the following questions according to the text.( 3points)
  - a. Which aspects does the Triple Bottom Line concept refer to ?
  - b. Does the speaker intend to apply the new concept in the management of his company? Justify.
  - c. Why is it easier to highlight successes than failures ?
4. In which paragraph is it mentioned that :( 1point)
  - a. The Triple Bottom Line concept should be applied in business management ?
  - b. Managers generally show only the positive sides of their companies ?
5. What or who do the underlined words refer to in the text ? ( 0.5 point)
  - a. It (\$2)
  - b. its (\$3)

B/Text exploration (8pts)

1. Find in the text words that are closet in meaning to the following. (1.5pts)

- a. idea (\$1) b. enough (\$2) c. client(\$3)

2. Find in the text words that are opposite in meaning to the following.

a. losses(\$1) b. fiction(\$2) c. hide(\$3)

**3. Complete the chat as shown in the example. (1.5pts)**

Verb	Noun	Adjective
To perform	Performance	Performed
.....	.....	Financial
.....	Measurement	.....
.....	.....	Critical

**4. Join each pair of sentences with one of the connectors from the list. (1.5pts)**

Because – provided that - so.....that- in order to

1/-Some companies are unethical.

-It's hard for them to reveal financial situation.

2/-A company will act responsibly.

-It will gain the confidence of the stake holders.

**5. Rewrite sentences (b) so that it means the same as sentences (a). (1.5pts)**

1) a. We should translate this concept into the reality of running a business.

b. It's high time.....

2) a. Some companies are using child labour in their business.

b. Child labour .....

**6. Ask the questions that the underlined words answer. (1pt)**

- There are three legs to the measurement of a company's performance.
- The manager explains the new concept in business.

**7. Underline the stressed syllable. (1pt)**

Information \_ Financial \_ honest \_ to reveal

**PART TWO: Written Expression (5pts)**

Choose ONE of the following topics: **Topic One:**

Using the notes below, write a composition of 120-150 words on the following:

Social responsibility has become an important factor to judge a company's performance. Being socially responsible involves:

- be ethical/ comply with business regulation
- meet the expectations of the stakeholders (customers, employees, etc.)
- contribute to the general welfare of the community
- preserve the environment

**Topic Two:**

“ Millions of children are engaged in hazardous situations or conditions , such as working in mines, working with chemicals and pesticides in agriculture or working with dangerous machinery “

Write a short composition to state your opinion about child labour and the measures that should be taken to reduce or stop this kind of abuse.

Good Luck ☺