الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التربية الوطنية

مديرية التربية لولاية المدية — السنة الدراسية:2023-2024
ثانوية المجاهد الراحل علام عبد القادر — المستوى: الثانية تسيير واقتصاد

اختبار الفصل الثالث في مادة اللغة الانجليزية

Part one : Reading (15points)

A/Comprehension: (08points)

Read the text then do the activitiesbelow.

The terms effectiveness and efficiency have a lot to do with a business entity. Every business stands to attain **its** predefined goals and objectives while particularly stressing on its ability of maintaining its survival and profitability constantly. In doing so, the effectiveness and efficiency counts greatly.

Effectiveness means producing desired results. In this way, so long as a business manager makes effective planning which brings the results in a way that is wanted, the business will remain in the money. Since **it** involves making right decisions at the right time, it is essential for a business manger to do so. Though the term is useful to managerial positions to a greater extent, it is also applicable to the employees as well.

Being efficient is important to both managers and the employees. Efficiency means performing the assigned duties without making mistakes, because the potential mistakes not only spoil the reputation of a business, but also hinder the progress of a business. It must be borne in mind that the efficient employee, whether a manager or a subordinate, can perform his duties in a successful manner **that** leads a business to get its expected level.

What in brief may be construed is that effectiveness is attained by doing right things, whereas the efficiency is maintained by doing things in the right manner. It would thus be of great value to maintain both to increase the value of a business entity.

Adapted **from:** https://www.effectiveness-and-efficiency-why-are-they-important-to-a-business-entity

1- Are the following statements true or false?

a) Neither effectiveness nor efficiency is crucial in running any business.
b) Being an effective manager depends on making the suitable decisions at the appropriate time.
c) Efficiency is vital for either the manager or the employees.
d) Business growth depends only on effectiveness.

2- Answer the following questions according to the text.

a) Do effectiveness and efficiency have the same goals and objectives? Illustrate.
b) What is the difference between effectiveness and efficiency in world of business?
c) Are effectiveness and efficiency indispensible to the prosperity of any business? Justify your answer.

3- Identify in which paragraph are the following ideas mentioned?

a) The employees in charges of any mission should not commit errors.
b) Effectiveness signifies a schedule outcome.

4- What or who do the underlined words refer to in the text?

a) Its (1§) …… **b)** it (2§) ……**c)** that (3§)……..

B/ Text Exploration: (07points)

1. **Find in the text words or phrases that are closest in meaning to the following.**
   a) Keeping (§1) =…… **b)** important (§2) =…….. **c)** Way (§4) =……..
2. **Divide the following words into root and affixes.**

Ineffective - decision - successful - irresponsible

prifix	root	suffix

3. **Complete sentence 'b' so that it means the same as 'a'.**
   1. **a-Marketing** expert reports that effectiveness is one of the most crucial principles of business
      B-Marketing expert reports, **"**……**"**
   2. **a- Employees** can perform their duties in a successful way in order to lead a business to get its expected level.
      b- …….. …so that……
   3. **A-Companies** should maintain both effectiveness and efficiency to increase the value of a business entity.
      b- Companies……
4. **Fill in the gaps with words from the list.**

Productivity - measured - work- results

Productivity is a measure of the amount of ……1…..….done in a certain period of time. It is usually ……2……..by output per hour. Companies often improve ……..…3……when workers can focus on their tasks and can produce more ……..…4……in a short time.

Part two: Written Expression: (05 points)

Choose one of the following topics:

Topic one:

Effectiveness and efficiency are very important to increase the value of a business entity especially in marketing strategies which focus on what you want to achieve for your business. As a student in management and economy, write a composition of about 80 to 100 words to your school magazine in which you talk about the basic principles of marketing.

The following notes may help you

- Product: should be distinctive/costless /produced in a short period of time./good quality.
- Price: Accessible to all consumers/ Promotion is possible.
- Place: Available in all markets/ delivery is possible
- Advertisement: social media sites.

Topic two:

Recently many areas in the world such as Lybia and Dubai have witnessed terrible storms that caused heavy floods. As a social media activist, write an announcement in which post in your face book page the precautions that people (who live in areas that are possibly to be affected by this disaster) should take before, during and, after a flood.

Good Luck and Best Wishes