**University of Bejaia Full name:………………………………….**

**department of economics Group: …………………………………..**

**3rd year ‘’Quantitative economics” EQ.**

**Groups : 01, 02,03&04.**

**Teacher: Mr BENSADI.**

***First semester catch up Exam***

***Activity01:*** Find expressions with the following meanings:

1. Executives with very high pay and good benefits but don’t deserve that level of

Remuneration…………………………………………

1. The right to buy the company’s shares at low prices………………………………………………..
2. The thing that is given for free when another item is bought…………………………………..
3. Very large shop , selling mainly food…………………………………………..
4. A supermarket with very low prices…………………………………………….
5. Selling by telephone…………………………………………………………………….
6. The head of the sales force………………………………………………………..

***Activity02:***  Define the following:

1. ***The FOUR( 4) Ps in details :*** .................................................................................................................................***.............................................***

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1. ***Market reforms:*** …………………………………………………………………………………………………..

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***Activity03:*** What are the different promotional activities for selling better ?

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***Activity04:*** Explain the distribution channel of products.

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***GOOD LUCK***