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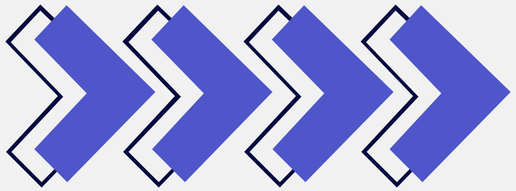
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Business Vocabulary



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Word List

Brand علامة تجارية
A name, symbol, or design used to identify a product or company.
Example: Apple is a well-known brand in the technology industry.

Creativity الابداع
.The ability to generate new and original ideas

Example: Creativity is essential for designing unique marketing campaigns.

Innovation الابتكار
The process of introducing new ideas, methods, or products

Example: Innovation in renewable energy is transforming the way we use power.

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Entrepreneur رائد أعمال
A person who starts and runs a business, taking on financial risks.
Example: The entrepreneur opened a small bakery that quickly became successful

Manufacture التصنيع
The process of making goods on a large scale using machinery
Example: The company manufactures electronic devices in its factory

Market Demands متطلبات السوق
The needs and wants of consumers for products and services
Example: The company adjusted its prices to meet market demands

Prototype نموذج أولي
A preliminary version of a product used for testing
Example: The engineers created a prototype of the new car before mass production

"Synonyms for Business Terms"

Brand

Synonyms: trademark, label, logo, insignia.

Creativity

Synonyms: originality, inventiveness, resourcefulness, imagination

Entrepreneur

Synonyms: businessperson, founder, innovator, venture capitalist

Innovation

Synonyms: breakthrough, advancement, modernization, novelty

Manufacture

Synonyms: production, fabrication, assembly, industrialization

Market Demands

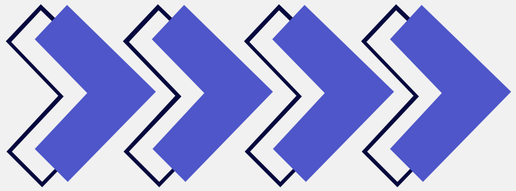
Synonyms: consumer needs, market requirements, buyer expectations, supply and demand

Prototype

Synonyms: model, mock-up, template, sample

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Reading Passage



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Reading Passage:

In today’s competitive business world, entrepreneurs are constantly looking for new ways to meet market demands. They use their creativity and innovation to create products that solve problems and make life easier. Often, entrepreneurs come up with a prototype to test their ideas before mass manufacture. This allows them to refine their concepts and make sure that the final product meets the needs of their target audience. Once they have a successful prototype, they can move on to the production phase, where their product is made in large quantities to reach the market.

One of the most important aspects of launching a new product is building a strong brand. A well-designed brand helps a product stand out in a crowded market and makes it easily recognizable to consumers. A good brand is not just a logo; it’s the entire identity of a product, including its values and the emotional connection it builds with its customers. Successful brands often have a loyal following, and consumers are more likely to choose them over competitors.

The role of innovation cannot be overstated in today’s fast-paced market. Businesses that fail to innovate risk being left behind, as consumers are always looking for something new and better. Companies that embrace innovation and creativity can gain a competitive edge by offering fresh ideas and unique products that meet changing needs. This is why entrepreneurs must continue to push the boundaries and find new ways to improve their products and services.

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Questions:

1.What is the main purpose of creating a prototype before manufacturing a product?

- **a) To increase market demands**
- **b) To test and refine the product idea**
- **c) To build a brand**
- **d) To manufacture the product in large quantities**

2.Why is having a strong brand important for a product?

- **a) It makes the product cheaper to produce**
- **b) It helps the product stand out in the market and builds customer loyalty**
- **c) It increases the demand for the product**
- **d) It reduces market competition**

3.What do entrepreneurs use creativity and innovation for?

- **a) To increase the cost of production**
- **b) To make life harder for consumers**
- **c) To create products that solve problems and meet market needs**
- **d) To reduce the number of competitors**

4.What can happen if a business fails to innovate?

- **a) They may gain a competitive edge**
- **b) They may lose their competitive advantage and fall behind**
- **c) They will build a stronger brand**
- **d) They will create more prototypes**

5.What is a prototype in the context of business?

- **a) A large-scale production of the product**
- **b) A test version of a product used to refine the idea**
- **c) A unique brand for the product**
- **d) A market demand survey**

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Answers:

b) To test and refine the product idea

b) It helps the product stand out in the market and builds customer loyalty

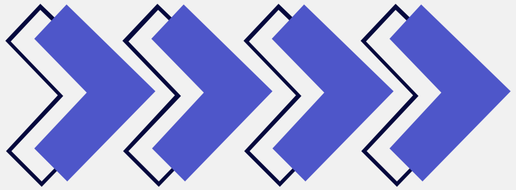
c) To create products that solve problems and meet market needs

b) They may lose their competitive advantage and fall behind

b) A test version of a product used to refine the idea

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"Writing Section"



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Task 1: Opinion Question

Do you think social media is the most effective tool for business promotion in today's world? Why or why not?

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Task 2: Plan for Essay

Write a plan for the essay prompt below.

Please note– this question asks for a plan, not a full essay. You will write the essay in the next question.

Write about the advantages and disadvantages of using social media for business promotion. Include information about:

What types of social media do businesses use?

What are the advantages of using social media for business promotion?

What are some disadvantages of using social media to promote a business?

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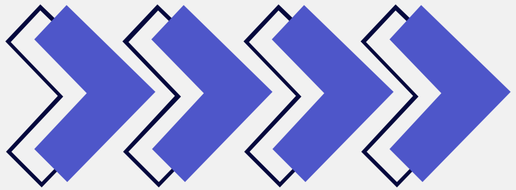
Task 3: Essay

Many businesses use social media to promote their products and services. Write a short essay discussing the advantages and disadvantages of using social media for business promotion. (200 words)

What types of social media do businesses use?
What are the advantages of using social media for business promotion?
What are some disadvantages of using social media to promote a business?

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Inference and Justification Questions



Modern Business Trends

In today's rapidly evolving world, the business landscape is undergoing unprecedented transformations. The rise of technology, globalization, and shifting consumer expectations has revolutionized how companies operate. Businesses now embrace digital tools such as artificial intelligence, blockchain, and big data analytics to gain a competitive edge. These innovations not only improve efficiency but also enable businesses to better understand and cater to their customers.

Startups and small enterprises have also flourished, challenging long-standing industry giants. The growing trend of remote work, accelerated by the pandemic, has reshaped traditional business models, offering employees flexibility while cutting operational costs for companies. However, this shift has also brought challenges, such as maintaining productivity, ensuring cybersecurity, and fostering team cohesion in a virtual environment.

Another significant trend is the emphasis on sustainability. Companies are increasingly adopting eco-friendly practices, such as reducing carbon footprints and promoting ethical sourcing, to appeal to environmentally conscious consumers. Despite these efforts, critics argue that many businesses engage in "greenwashing" — making misleading claims about their environmental impact to improve public perception.

The rise of e-commerce has also redefined consumer behavior. With the convenience of online shopping, customers expect faster deliveries, personalized experiences, and seamless interactions. Yet, the dominance of a few major players in the e-commerce space raises concerns about monopolistic practices, data privacy, and the impact on small businesses.

While the future of business appears promising, it also presents ethical dilemmas and challenges. Should companies prioritize profit over people and the planet? Are technological advancements truly democratizing opportunities, or are they widening the gap between large corporations and smaller entities? These questions highlight the complex interplay between innovation, ethics, and societal progress in the business world.

Inference Question

Will the author be confident in the future direction of modern business trends?

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Justification Question

Why is your answer to the inference question the best answer?
Use the information in the text to support your answer.

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To be continued...

