***جامعة باجي مختار – عنابة***

***Name :*** *. . . . . . . . . .*

***Section and Group :*** *. . . . . . . .*

***كلية العلوم الاقتصادية و علوم التسيير***

***قسم الجذع المشترك السنة الأولى ل. م . د***

*Based on the lessons you have taken previously, answer the following questions:*

**Exercise One:** what single word or phrase is being defined in each of these sentences

1. money you borrow from a bank for your business.

2. what you must pay the bank if you borrow money.

3. The continuous increase in the price of things.

4. The things you hope to do/ achieve within a period of time.

5. When a company does not make a profit or a loss.

6. When an economy is in a period of reduced and slow business activity.

**Exercise Two:**

-Give examples of outdoor advertising on the buses in your country.

- Give examples of clever slogans that you remember from advertising campaigns.

- Which celebrities from your country are used in advertising?

- Which products do they advertise?