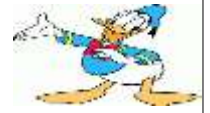
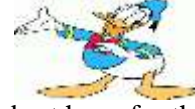




Unit 8 / "In business"



Reading (1) page (78/PB)



Information and Communications Technology businesses could be the best hope for the economic future of Palestine, according to experts inside and outside the country. A recent report said that the ICT **sector** makes up over 5% of the Palestinian economy. Why ICT? For Mustafa Jawad, the 23-year-old head of an online **graphic** design company, the answer is simple: 'For an ICT start-up, all you need is a computer and a connection. You can **distribute** your final product by exporting it to the Internet cloud.' There are still problems, though. The main one is a **lack** of 3G networks in Palestine, because access to the necessary wavebands is not available yet.

Mustafa was always good at art and languages, and when he finished school everyone advised him to study English at university. Instead, he taught himself how to programme and started making his own software programmes. His first **attempt** was a game, which was so popular with his fellow students that he decided starting his own company might be a real possibility.

His big **breakthrough** came when he attended a 'start-up weekend' in Ramallah. He managed to get a small amount of financial support, which gave him the time to develop more ideas. Perhaps more importantly, he met other business people, both Palestinian and from other countries. He learnt a lot about the practical side of running a business and about how to get his products noticed.

Mustafa is **currently** working on a programme that makes the teaching of chemistry in schools more fun. He has already had interest from within Palestine and from other countries in the Arab world. Like a lot of other young Palestinian business people, he wants to do something positive to help his country, but he stresses that his company isn't a **humanitarian** operation. 'It's a business,' he says, 'and the aim is to get good **returns** on the investment.'

One way he believes he can help is to pass on what he's learnt to others even younger than he is. 'I learnt a lot from that start-up weekend. When I go to the next one, I hope I'll learn more, but I'll also be able to advise others.'

شركات تكنولوجيا المعلومات والاتصالات يمكن أن تكون أفضل أمل لمستقبل فلسطين الاقتصادي وفقا لخبراء داخل وخارج البلد (فلسطين). قال تقرير صدر مؤخرا أن قطاع تكنولوجيا المعلومات والاتصالات يشكل أكثر من ٥% من الاقتصاد الفلسطيني.

لماذا تكنولوجيا المعلومات والاتصالات؟ بالنسبة لمصطفى جواد، البالغ من العمر ٢٣ عاما رئيس شركة انترنت متخصصة بالتصميم الجرافيكي فإن الجواب بسيط: " لبدء عمل في تكنولوجيا المعلومات والاتصالات، كل ما تحتاجه هو جهاز كمبيوتر واتصال. يمكنك أن توزع المنتج النهائي الخاص بك عن طريق تصديرها إلى سحابة الانترنت (مراكز تخزين معلومات شبكة الانترنت)

لا تزال هناك مشاكل مع ذلك. المشكلة الرئيسية هو الافتقار (نقص) إلى شبكات الجيل الثالث في فلسطين لان الوصول إلى الحزم الموجية اللازمة غير متوفرة بعد.

كان مصطفى دائما يجيد الآداب واللغات وعندما انتهى تعليمه نصحه الجميع أن يدرس اللغة الانجليزية في الجامعة. بدلا من ذلك ، علم نفسه كيف يبرمج وبدأ عمل برامج خاصة به. محاولته الاولى كانت عبارة عن لعبة، التي كانت شائعة جدا مع زملائه الطلاب لدرجة أن قراره ببدء شركته الخاصة أمكن له أن يكون احتمال واقعي حقيقي.

انطلاقاته الكبيرة جاءت عندما حضر ورشة عمل بعنوان "اطلاق المشاريع المبتدئة نهاية الأسبوع" في رام الله. تمكن من الحصول على مبلغ صغير من الدعم المالي والذي أعطاه الوقت ليطور المزيد من الأفكار. وربما الأهم من ذلك أنه قابل رجال أعمال آخرين فلسطينيين ومن بلدان أخرى. يعمل مصطفى حاليا على برنامج يجعل تعليم الكيمياء في المدارس أكثر متعة. تلقى بالفعل اهتماما من داخل فلسطين والأقطار الأخرى في الوطن العربي. مثله مثل الكثير من رجال الأعمال الفلسطينيين الشباب هو يريد أن يقوم بعمل شيء إيجابي ليساعد بلده ولكنه يشدد أن شركته ليست شركة **خيرية إنسانية**. انه عمل تجاري "قال" والهدف هو الحصول على **عوائد مالية** جيدة في الاستثمار.

أحد الطرق الذي يعتقد أنه يمكنه أن يساعد من خلالها هو تمرير الذي تعلمه إلى الآخرين الذين هم حتى أصغر منه سنا. تعلمت الكثير من ورشة عمل انطلاق المشاريع المبتدئة نهاية الأسبوع. وعندما أذهب إلى ورشة عمل أخرى أمل أن أتعلم أكثر لكني سأكون أيضا قادرا ان أنصح الآخرين.

A

Answer the following questions:

1. What improves that ICT is the best hope for the economic future of Palestine?

A recent report said that the ICT sector makes up over 5% of the Palestinian economy.

ما الذي يثبت أن تكنولوجيا المعلومات والاتصالات هي الأمل الأفضل لمستقبل الاقتصاد في فلسطين ؟
تقرير حديث يقول أن قطاع تكنولوجيا المعلومات والاتصالات يشكل أكثر من ٥% من الاقتصاد الفلسطيني

2. What is good about starting business using ICT? ما ميزة بدء عمل باستخدام تكنولوجيا المعلومات و الاتصالات؟

1. All you need is a computer and a connection.

2. You can distribute your final product by exporting it to the internet cloud.

١. كل ما تحتاجه حاسوب و اتصال ٢. تستطيع توزيع منتجك الاخير بتصديره الى النت

3. What is bad concerning ICT in Palestine ?

ما السيء فيما يتعلق بتكنولوجيا الاتصالات و المعلومات في فلسطين؟

1. The lack of 3G network in Palestine.

١. نقص شبكة الجيل الثالث في فلسطين

2. Access to the necessary wavebands is not available yet.

٢. الدخول الى الحزم الموجية غير متاح حتى الان

4. Why don't we have 3G network in Palestine?

لماذا لا نملك شبكة الجيل الثالث في فلسطين؟

Because access to the necessary wavebands is not available yet.

لان الدخول الى الحزم الموجية غير متاح حتى الان

5. How did Mustafa start his own business?

كيف بدأ مصطفى عمله الخاص به؟

He started making his own software programmes, his first attempt was a game which was popular with his fellow students.

بدأ عمل برامج خاصة به، محاولته الاولى كانت لعبة معروفة بين زملائه الطلبة.

6. What encouraged him to start his own company?

ما الذي شجعه على بدء شركته الخاصة؟

His game was so popular with his fellow students.

لعبته التي كانت مشهورة بين زملائه

7. How did he develop his experience in his field?

كيف طور خبرته في هذا المجال؟

1. He attended a 'start-up weekend' in Ramallah.

2. He managed to get a small amount of financial support to develop more ideas.

3. He met other business people from Palestine and other countries.

4. He learnt about running a business and how to get his products noticed.

٢) تمكن من جمع كمية صغيرة من الدعم المالي لتطوير أفكاره.

١) حضر ورشة بعنوان "اطلاق المشاريع المبتدئة نهاية الاسبوع"

٤) تعلم ادارة الأعمال وكيفية جذب الانتباه "التسويق" لمنتجه

٣) قابل رجال أعمال من فلسطين و خارجها

8. How did Mustafa help the Palestinian students? كيف ساعد مصطفى الطلبة الفلسطينيين؟ صمم برنامج يجعل تدريس الكيمياء أكثر متعة

He made a programme that makes the teaching of Chemistry in schools more fun.

9. What is the purpose of his company? ما الهدف من شركته؟ ١. عمل شيء ايجابي لبلده ٢. الحصول على ارباح من الاستثمار

1. To do something positive to his country. 2. To get good returns on the investment.

R

Choose the right answer:

1. Mustafa's first try was.....

a. a play b. a game c. a software program d. a company

2. ".....and about how to get his products noticed." The underlined phrase means.....

a. to be distinguished b. to get attention from other people

c. to be able to see something d. to make something clear

3. '.....when he attended a "start-up weekend" in Ramallah.' The writer put the underlined phrase between commas to show that.....

a. it's a very important thing. b. it's the title of a workshop.

c. it's quoted from a book. d. it's an unusual thing.

4. After finishing school, Mustafa is advised to study.....

a. software program b. business c. English d. ICT

5. Mustafa wants to do something positive to his country as well as

a. he starts his own business. b. he stresses that his company is for charity.

c. he makes teaching more fun. d. he wants to get much profits.

6. The main one is the lack of 3G network. The underlined short form stands for.....

a. 3 Gigabytes b. three girls c. the third generation d. three giraffes

7. Mustafa's company is for.....

a. humanitarian purposes b. business purposes c. scientific purposes d. political purposes

C

What do the following underlined words refer to:

1. "The main one is the lack of 3G network in Palestine." The underlined word refers to.....
a. problem b. the internet c. product d. connection
2. Instead, he taught himself how to program." The underlined word refers to
.....
a. finishing school b. studying English c. advising him d. being good at art
3. When I go to the next one, I hope I'll learn more." The underlined word refers to
.....
a. weekend b. programme c. Mustafa d. start-up weekend

أسئلة الكتاب الوزاري/صفحة ٧٩



3) Answer the questions.

1. Who says that ICT companies are important for the future of Palestine?
Experts inside and outside the country. من قال أن شركات تكنولوجيا المعلومات والاتصالات مهمة لمستقبل فلسطين؟ خبراء من داخل وخارج البلاد.
2. What is the biggest problem for ICT companies in Palestine?
The lack of 3G network. ما هي أكبر مشكلة تواجه شركات تكنولوجيا المعلومات والاتصالات في فلسطين؟ نقص شبكة الجيل الثالث.
3. How did Mustafa learn to make computer software?
He taught himself. من علم مصطفى أن يعمل برامج الحاسوب؟ هو علم نفسه.
4. What did Mustafa find most useful about the start-up weekend in Ramallah?
He managed to get a small amount of financial supports. ما أكثر شيء وجدده مصطفى مفيداً في ورشة عمل إطلاق المشاريع المبتدئة في رام الله؟ حصل على كمية صغيرة من الدعم المالي.
5. What are Mustafa's two aims in business?
He wants to do something positive to his country and to get good returns on investments. ما هما هدف مصطفى في العمل؟ يريد أن يفعل شيئاً إيجابياً لبلده وأن يحصل على الأرباح في استثماراته.
6. What does Mustafa hope to do at the next start-up weekend?
He wants to learn more and to advise others. ماذا يتمنى مصطفى أن يفعل في ورشة العمل القادمة؟ يريد أن يتعلم أكثر وينصح الآخرين.



MODERN LIVING | YOUNG BUSINESS PEOPLE

We asked three young business people about their experience of starting up in business. Here is what they said.

Three years ago, when he was just fourteen, Pete Finn developed an app that was so popular that he sold it to a major IT company, giving him the money to spend on developing new ideas. His advice:

'I never had any training. I just jumped straight into things. After all, you don't want to spend a long time getting everything perfect and then find the market has disappeared. But my lack of experience meant that I made some expensive mistakes at first. In the end, someone warned me against putting all my profits into developing new ideas instead of keeping some back to pay tax. But before that I'd had some unpleasant moments.'

Seventeen-year-old Anita Simons started out making jewellery for friends and now sells it to top fashion shops and direct to the public via her online company. She says:

'One of the most important things I've had to learn to do is decide the most effective way of spending money. You need to work out the financial figures and have them checked by someone who understands money. Luckily my parents are both in business themselves, so they advised me to spend more on marketing, less on product development, or whatever. Wherever it comes from, getting good advice is very important.'

Hashem Ali is the nineteen-year-old owner of a company that makes online music videos. His top tips:

'I think initially the key thing is to understand the market. Work out who your potential customers are, who your competitors are, what they offer and how you could do it better. It's easy these days to get professional help with this kind of market research. After that, just be determined and don't give up if things get difficult (which they almost certainly will at some point). Starting and running a business is hard work. If you think it's only going to be a nine-to-five job, you should go and do something else.'

سألنا ثلاثة رجال اعمال شباب عن تجربتهم في بدء عمل تجاري . اليك ما قالوه.
قبل ثلاث سنوات عندما كان فقط في الرابعة عشر من عمره طور "بيت فين" برنامجا تطبيقيا الذي كان شائعا حتى انه باعه لشركة تكنولوجيا معلومات كبرى معطية له المال لانفاق على تطوير افكار جديدة . نصيحته: انا لم أتلق أي تدريب . فقط انخرطت مباشرة في هذه الامور. بعد كل شيء لا تمضي وقتا طويلا في عمل كل شيء على افضل صورة و من ثم تجد ان السوق قد اختفى. و لكن قلة خبرتي أدت إلى ارتكاب بعض الأخطاء باهظة الثمن في البداية. في النهاية حذرتني احد الأشخاص من وضع كل ما عندي من أرباح في تطوير افكار جديدة و بدلا من ذلك ينبغي الاحتفاظ ببعضها لدفع الضرائب. و لكن قبل ذلك مررت بلحظات غير سارة.
أنيتا سيمونز فتاة في السابعة عشر من العمر بدأت عمل مجوهرات للأصدقاء و الآن تبيعه لأفضل محلات الموضة و مباشرة إلى جمهور العامة عن طريق شركتها من خلال الانترنت. أحد أهم الأمور التي كان علي أن أتعلمها هي أن أقرر طريقة فعالة في انفاق المال. فأنت تحتاج أن تنجز الحسابات المالية و تجعل شخصا آخر يفهم بالأمور المالية أن يدققها. لحسن الحظ والدي أنفسمهما يعملان في المجال التجاري، لذلك نصحوني أن أنفق أكثر على التسويق و أن أنفق أقل على تطوير المنتج و الأمور الأخرى. أي كان مصدرها، الحصول على نصيحة جيدة أمر مهم جدا.

هاشم علي يبلغ من العمر تسعة عشرة عاما ،مالك لشركة تعمل أشرطة فيديو موسيقية بالانترنت. اليك أفضل نصائحه.
أعتقد مبدئيا أن الأمر الأساسي أن نفهم السوق. قدر من هم زبائنك المحتملين، من هم منافسيك، ماذا يقدمون و كيف يمكنك أن تفعل أفضل منهم.. من السهل هذه الايام أن تحصل على مساعدة مهنية مختصة من هذا النوع من البحث التسويقي. بعد ذلك كن فقط مصمما و لا تستسلم اذا الأمور أصبحت صعبة (و التي سوف تكون كذلك بالتأكيد في مرحلة ما) . الشروع ب و إدارة عملا تجاريا هو عمل شاق. إن كنت تعتقد أنها ستكون وظيفة من الساعة التاسعة حتى الخامسة، فعليك أن تذهب و تعمل بشيء آخر.

1. Who bought Pete's app?

من اشترى تطبيق "بيتي" ؟ شركة كبيرة لتكنولوجيا المعلومات و الاتصالات

A major IT company.

2. Why did they give him money?

لماذا اعطوه المال ؟ اعطوه المال لينفق على تطوير أفكار جديدة

They gave him money to spend on developing new ideas.

3. Why did he make terrible mistakes at first?

لماذا ارتكب "بيتي" اخطاء فادحة في البداية ؟ بسبب نقص الخبرة و التدريب

Because of the lack of experience and training.

4. What was he advised to do with his profit? بم نصح ان يفعل بأرباحه ؟ حذروه أن يضعها في تطوير أفكار جديدة و ان يحتفظ ببعضها لدفع الضريبة

Someone warned him against putting all his profits into developing new ideas and keeping some back to pay tax.

5. What does he advise others after his experience?

His advice is not to spend a long time getting everything perfect and then find the market had disappeared. بم نصح الآخرين بعد تجربته ؟ ألا يقضون وقتا طويلا في نجاح كل شيء على اكمل وجه و من ثم يفوتهم التسويق

6. What is wrong with spending a long time to get a perfect app?

You'll find the market disappeared. ما سلبية قضاء وقت طويل في انجاز التطبيق على اكمل وجه ؟ ستضيع فرصة التسويق

1. What was Anita's top priority in business issues?

بالنسبة لأنيتا ما هي الأولوية الاولى في أمور الأعمال ؟

To decide the most effective way of spending money.

ان تقرر الطريقة الأكثر فعالية في انفاق الاموال

2. Who gave her advice? Why were they good advisers?

من أعطاهما النصيحة ؟ و لماذا كانوا ناصحين جيدين ؟

Her parents were good advisors because they are both in business.

والديها لانهما كانا في مجال الأعمال

3. What did they advise her?

بماذا نصحوها ؟ أن تنفق أكثر على التسويق

They advised her to spend more on marketing.

1. How could you be successful according to Hesham?

Understand the market, work out your potential customers and competitors. Be determined and don't give up.

2. "work out your potential customers, who your competitors are, what they offer and how you could do it better". The previous sentence expresses one of the steps of starting a business which is..... a. market the product b. do your research c. have an idea

Choose the right answer:

1. "luckily my parents are both in business themselves, so they advised me to spend more on marketing". The previous sentence expresses one of the steps of starting a business which is

a. have an idea b. take advice c. market the product d. develop your ideas

2. According to Hashem, to be successful you have to.....

a. understand the market b. work out your potential customers and competitors.
c. be determined and don't give up d. all above .

3. "work out your potential customers, who your competitors are, what they offer and how you could do it better". The previous sentence expresses one of the steps of starting a business which is.....

a. look to the future b. market the product c. do your research d. have an idea

4. According to Hashem, understanding the market requires.....

a. recognizing your potential customer and competitors. b. start and running business.
c. get professional help. d. running business and hard work.

Decide whether the following sentences are TRUE or FALSE:

1. () Pete got some training to develop his apps. حصل "بيتي" على بعض التدريب لتطوير تطبيقه
2. () Pete has learnt from his mistakes he made at first. تعلم "بيتي" من أخطائه التي ارتكبها في البداية
3. () Pete was warned by someone to pay tax. تم تحذير بيتي من قبل شخص ما حتى يدفع الضريبة
4. () It's so difficult to get a professional help these days if you want to do a market research. من الصعب أن تحصل على مساعدة احترافية هذه الايام إذا أردت أن تقوم ببحث تسويقي.
5. () Hashem is an employee in a company that makes online music videos. هشام موظف في شركة تصنع فيديوهات موسيقية أونلاين.
6. () Starting and running business is not an easy work according to Hashem. بدء وإدارة عمل ليس عملاً سهلاً بالنسبة لهشام.
7. () You will face some problems during your work in business. ستواجه مشاكل خلال عملك في الأعمال التجارية.

Now dear students,
After reading the passage you are able to fill the following table: Go ahead.....



Name	experience	Problems	His/her advice	Others' advice

أسئلة الكتاب الوزاري/صفحة ٨١



1) Answer the questions. Which person ...

1. had help from family members? Anita
2. warns that success doesn't come easily? Hashem
3. learnt from his/her mistakes? Pete
4. advises people not to wait too long? Pete
5. talks about spending priorities? Anita

2) What advice do all three people give? (It is one of the seven steps in the table.)

Take advice

Vocabulary



1

Complete the following sentences using words in the box below:

graphic attempted current distributed sector

1. These books are in four categories. هذه الكتب..... الى أربع فئات.
2. Some of the crowd to break through the police lines. بعض الحشود..... لاختراق خطوط الشرطة.
3. He was assigned to the northern تم تعيينه في الشمالي.
4. The report offered many details about the devastating earthquake that rocked the area. قدم التقرير العديد من التفاصيل..... عن الزلزال المدمر الذي ضرب المنطقة.
5. The dictionary's edition has 10,000 new words. طبعة القاموس..... تحتوي على ١٠٠٠٠ كلمة.

lack breakthrough humanitarian profit run

1. Researchers say they have made a major in cancer treatment. يقول الباحثون أنهم أنجزوا كبير في علاج السرطان.
2. The company made a this year. حققت الشركة هذا العام.
3. His book any coherent structure.. هذا الكتاب أي بناء متناسق.
4. She has been recognized as a great for her efforts to end world hunger. عرفت انها عظيمة لجهودها في إنهاء المجاعة العالمية.
5. The business is by the owner's daughter. العمل بواسطة ابنة المالك.

market share marketing (2) upmarket market value

1. The company will increase its budget for ستزيد الشركة ميزانيتها ل.....
2. She runs the company's department. هي تدير قسم في الشركة.
3. When he tried to sell his car he found out that its was much lower than he had expected. عندما حاول أن يبيع سيارته اكتشف أن أقل بكثير مما كان يتوقع.
4. The company has gained in the past year. كسبت الشركة في العام الماضي.
5. It is an restaurant that is quite pricey but also quite good. إنه مطعم فهو نوعا ما غالي لكنه أيضا جيد نوعا ما.

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Use the words in Part 1 to complete the sentences below.

1. After months of trying to find a solution, they finally made a **breakthrough** بعد شهور من المحاولة لايجاد حل ، توصلوا اخيرا إلى انجاز كبير.
2. A good transport system is needed to **distribute** products around the country. نظام مواصلات جيد مطلوب لتوزيع المنتجات لجميع أنحاء البلاد.
3. He made a lot of mistakes because of his **lack** of experience. ارتكب العديد من الأخطاء بسبب نقص الخبرة.
4. Several **humanitarian** organisations have sent medical supplies to the area. العديد من المنظمات الخيرية أرسلت مساعدات طبية للمنطقة.
5. The country's financial **sector** has done better than other areas of the economy. القطاع المالي للشركة عمل بشكل أفضل من مجالات الاقتصاد الأخرى.
6. **Graphic** explanations are easier to understand than written words. التوضيحات المصورة أسهل في الفهم من الكلمات المكتوبة.

7. ICT start-ups are currently growing faster than any other kind of company.
مشاريع تكنولوجيا المعلومات و الاتصالات المبتدئة تنمو في الوقت الحالي بشكل أسرع من أي أنواع أخرى في الشركة.
8. The returns on this kind of investment are quite low at the moment.
أرباح هذا النوع من الاستثمار نوعا ما منخفضة حاليا.
9. Don't forget that running your own company is hard work.
لا تنسى أن إدارة شركة خاصة بك عمل شاق.
10. It was a good attempt, but it didn't quite succeed.
كانت محاولة جيدة لكنها لم تنجح نوعا ما.

(Page 81)

Look at the different uses of the word **market** and complete the definitions.

market research / marketing / market value / upmarket / financial research / market share

1. You need to do market research to find out if people will buy your product.
أنت بحاجة لعمل بحث تسويقي لتكتشف إذا كان الناس سيشترون منتجك.
2. Marketing is a way of letting people know about your product.
التسويق طريقة لجعل الناس يعرفون عن منتجك.
3. People buy and sell national currencies on the financial markets.
الناس يشترون و يبيعون عملات قومية في الأسواق المالية.
4. Your market share tells you how much of the market you have compared with your competitors.
حصتك السوقية تخبرك كم تمتلك من السوق مقارنة مع منافسيك.
5. The market value of a product is how much you can sell it for.
القيمة السوقية لمنتج هي المقدار الذي تستطيع بيعه به.
6. A product described as upmarket is a more expensive luxury item.
المنتج الموصوف بالفخ هو عنصر رفاهية غالي الثمن.

(Page 84)

Replace the underlined parts of the sentences with a phrase made from **in** or **on** + a word in the box.

sale advance writing danger receipt debt

1. You can pay for the goods when you get them. You don't need to pay before.
On receipt in advance
2. Borrowing can be a problem. You don't want to find yourself owing people money. in debt
3. The company is in the risky situation of having to close.
in danger
4. The new product will be available to buy from next month.
on sale
5. You have to apply for this job with a letter, not by phone or email.
in writing

(Page 83)

Match the phrasal verbs with their meanings. Then join them into one-word nouns and use them to complete the sentences below.

PHRASAL VERBS	MEANINGS
1. take over	a. leave the ground
2. cut back	b. stop working properly
3. break down	c. be ready if needed
4. take off	d. reduce spending
5. hand over	e. get control
6. stand by	f. give responsibility to someone else

1. We were spending too much so we've had to introduce some cutbacks.
2. The handover period between the old manager and the new one was a difficult time.
3. There was a misunderstanding because of a breakdown in communications.
4. Please fasten your seat belt during take-off and landing.
5. If this printer doesn't work, there's another one on standby.
6. We need to stop this takeover of our business by a larger company.

Match the words in the box with their meanings. Then use the words to complete the sentences.:

outweigh amateur currently distribute infuriated

1. send to different places distribute
2. at the moment currently
3. very angry infuriated
4. not professional amateur
5. more important than outweigh

1. The pictures were all taken by amateur photographers, but they were very good.
2. There are some problems with the idea, but I think the advantages outweigh them.
3. We need to print the notices and then distribute them to as many people as possible.
4. She's infuriated by the way her sister uses her things without asking her first.
5. He is currently working for an oil company, but is trying to get a different job.

Complete the sentences with a word or phrase in the box.

marketing market research upmarket

1. He filled his house with expensive, upmarket furniture.
2. The company has a large marketing department, with over 20 people working in it.
3. It's important to do lots of market research to see who might buy the new product.

Complete the sentences with a phrase made from in or on + a word in the box:

business advance writing time (x2) debt

1. We bought tickets in advance in case there weren't any left on the day.
2. I'm sorry, but the manager is away on business until next Thursday.
3. I hope we get there in time to see the beginning of the film.
4. He borrowed a lot of money and now he's in debt.
5. I can't agree to this on the phone; I need to see it in writing.
6. She's always on time, never late even by a minute.

Match words 1–6 with a–f in the box to make noun phrases. Then use the phrases to replace the words in brackets.

1. break	a. down
2. take	b. over
3. break	c. by
4. cut	d. off
5. stand	e. back
6. take	f. through

1. There was a problem with the plane just after take-off. (leaving the ground)
2. Sorry we're late, but we had a breakdown. (problem with the car's engine)
3. There's been a cutback in government spending this year. (reduction)
4. Some jobs were lost after the takeover by the other company. (getting control)
5. After months of work, the police had a breakthrough. (sudden solution to the problem)
6. We need to have another plan as a standby in case of problems. (second possibility)



Language

1

Change the following sentences into reported forms:

1. The father said to his son, " Don't play in the street."

My father advised me.....

2. My friend said to me, " Ring me up at 7 o'clock this evening."

My friend told me

3. The doctor said to him, " Stop drinking too much coffee."

The doctor warned me

2

Write the following sentences using the structure (have/get + object + p.p):

1. Lisa didn't repair the roof herself. She

2. I didn't cut my hair myself. I

3. They didn't paint the house themselves. They

4. John didn't build the wall himself. He

5. I didn't deliver the flowers myself. I

3

Correct the verbs in brackets in the following sentences:

1. Mrs. Crane had her house (paint)

2. I spilled some tomato sauce on my suit coat. Now I need to get my suit (clean)

3. I got my watch (repaired)

4

Use the words in brackets to complete the sentences. Use the structure (have/get + something + p.p):

1. We at the moment. (the house/ paint)

2. I lost my key. I'll have to (another key/ make)

3. When was the last time you.....? (your hair/ cut)

4.to your house every day or do you go out and buy one?
(you/ a newspaper/ deliver)

5. Gary was in a fight last night. He (his nose / break)

6. Did I tell you about Jane? Shelast week. (her handbag/ steal)

أسئلة الكتاب الوزاري



Told

Warned

Advised

Advised object to مصدر

object not to مصدر

Told

Warned

object against ing

object against ing

(Page 82)1) Report the pieces of advice in two different ways.

1. 'You'd better not invest money in that company.'

A financial expert told **me not to invest money in that company.**

A financial expert warned **me against investing money in that company.**

2. 'It would be better to spend more money on developing your new products.'

My father advised **me to spend more money on developing my new products.**

My father told **me that it would be better to spend money on developing my new products.**

3. 'Remember that the value of investments can go down as well as up.'

The article warned that the value of investments could go down as well as up.

The article told readers to remember that the value of investments could go down as well as up.

4. 'You should do a lot of market research before setting up a company.'

Everyone advised me to do a lot of market research before setting up a company.

Everyone told me that I should do a lot of market research before setting up a company.

5. 'Don't spend money on things that you can't really afford.'

My friend warned me against spending money on things that I couldn't really afford.

My friend advised me not to spend money on things that I couldn't really afford.

6. 'It's not a good idea to give up control just to get financial support.'

His advisor warned him not to give up control just to get financial support.

OR : His advisor warned him against giving up control just to get financial support.

His advisor told him that giving up control just to get financial help wasn't a good idea.

OR: His advisor told him that it wasn't a good idea to give up control just to get financial help.

(Page 84)

3) Make sentences using have / get + the object in brackets + the past participle of a verb in the box.

sign service redecorate cut repair check

Example: You'd better (the car). The engine is starting to make some strange noises.

You'd better have the car serviced. The engine is starting to make some strange noises.

Have/ get

مفعول

تصريف ثالث

تركيبة القاعدة تكون بهذا الشكل :

1. He needs to (his watch) because it's stopped working.

He needs to have/ get his watch repaired because it's stopped working.

2. They had to (the kitchen) because of water damage.

They had to have / get the kitchen redecorated because of water damage.

3. You should (your hair) before you go for the interview.

You should have / get your hair cut before you go for the interview.

4. I must (these letters) by the manager before he leaves.

I must get / have these letters signed by the manager before he leaves.

5. I'm going to (this application) before I send it in case there are any mistakes.

I'm going to have/ get this application checked before I send it in case there are any mistakes.

(Page 100)

5) Rewrite the sentences including the word in brackets.

1. 'You'd better not go there alone,' he told me.

(warned)

He warned me not to go there alone.

2. 'I think you should get a new computer,' he told her.

(advised)

He advised her to get a new computer.

3. 'It's not a good idea to wait too long before deciding,' he told me (warned / against)

He warned me against waiting too long before deciding.

4. 'Don't accept the first offer you get,' my father said. (advised)

My father advised me not to accept the first offer I got.

(Page 126)

Rewrite the sentences, replacing the underlined part with a causative structure (have + object + past participle).

1. We'd better ask someone to check the letter before you send it.

We'd better have the letter checked before you send it.

2. I have an idea for a product, but I'm not sure how to arrange for someone to make it.

I have an idea for a product, but I'm not sure how to get it made.

3. Don't forget to take your jacket to the cleaners before the wedding.

Don't forget to have your jacket cleaned before the wedding.

4. He took his car to the garage and paid them to repair it.

He took his car to the garage and got it repaired.

أسئلة الامتحانات الوزارية الواردة على قواعد الوحدة



Choose words from the box and match them with their meanings:

(Graphic Sector)

1.part of country's economy. (يونيو ٢٠١٧)

2.relating to pictures. (يونيو ٢٠١٦)

B) Replace the underlined parts of the sentences below with words or phrases from the box: (distributed /

The New English for Palestine books will be sent to all local schools in Palestine. (فبراير اكمال ٢٠١٧)

.....

Circle the correct answer:

1. If you're going to come over to our house, please let me know(in debt / in advance)

(يونيو ٢٠١٧)

2. If you don't hurry up, we won't be.....to catch the train. (in time / on time) (يونيو ٢٠١٧)

3. A Ferrari car is considered as anone. (upmarket / market value) (فبراير اكمال ٢٠١٧)

4. It's easy these days to get professional help with this kind of.....(upmarket / marketing)

(يناير ٢٠١٧)

5. Insurance may only cover the current.....of your car.(market value / marketing) (أغسطس ٢٠١٦)

6. Many hospitals face.....s in services because of the financial situation. (cut back / cutback)

(يونيو ٢٠١٦)

7. You can pay for the goods when you get them. You don't need to pay.....

(in advance / on debt) (يونيو ٢٠١٦)

8. The company has a large (marketing / market research) department that designs advertisements to help customers to choose the suitable brand. (يونيو ٢٠١٨)

9. Sorry, we were late because we had a (break down/ break through) in the car while driving to the office. (يونيو ٢٠١٨)

10. There has been (cutback / break down) in the government spending on new projects this year.

(يونيو ٢٠١٨)

Complete the sentences with the suitable phrasal verbs from the box:

(take-off take over handed over)

1. He felt terrified at the moment of.....and landing (فبراير ٢٠١٧)
2. The plane hijacker was.....to the police as soon as the plane landed. (فبراير ٢٠١٧)
3. He'llthe job permanently when the accountant retires. (يناير ٢٠١٧)

Complete the sentences with words from the box:

Lack humanitarian Currently

1. The plan is.....under consideration. (يناير ٢٠١٧)
2. The main reason that faces agriculture in Palestine is the.....of water. (أغسطس ٢٠١٦)
3. The United Nations is sending a.....aid to the areas worst affected by the conflict.

(يونيو ٢٠١٨)

Circle the correct answer:

1.drove the car downtown? Ahmad (What / Who) (يونيو ٢٠١٧)

Correct the mistakes in the sentences. There is only one mistake:

You need to have your watch repair. It's stopped working. (يونيو ٢٠١٧)

Rewrite the sentences using the words in brackets:

1. You'd better not spend too much time on the internet . (My father / warned me against) (يناير ٢٠١٧)
2. You'd better use a dictionary for correct pronunciation. (أغسطس ٢٠١٦)
Our teacher advised us
3. Don't touch the door. It's painted. (أغسطس ٢٠١٦)
My mother warned me against
4. Don't take part in losing projects. (يونيو ٢٠١٦)
5. My friend warned me against
" Don't talk on the mobile while driving" (The police warned me against) (يونيو ٢٠١٨)

Rewrite the sentences, using have+the objects in brackets + the past participle of the verbs in the box: (Note there are more verbs than needed)

(يونيو ٢٠١٦)

sign repair cut

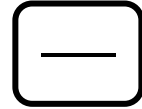
1. You have no time so you should (your hair) before the party.
.....
2. Reema will (her report) early as the manager wants to leave.
.....

Rewrite the sentences replacing the underlined part with causative structure: (يونيو ٢٠١٨)

1. You'd better ask someone to check the letter before we send it.
.....
2. Don't forget to take your jacket to the cleaners before the wedding.
.....



Short Quiz



1) Match the words in the box with their meanings. Then use the words to complete the sentences.:

outweigh amateur currently distribute infuriated

1. send to different places
2. at the moment.....
3. very angry
4. not professional
5. more important than

1. The pictures were all taken by..... photographers, but they were very good.
2. There are some problems with the idea, but I think the advantages..... them.
3. We need to print the notices and then.....them to as many people as possible.
4. She's..... by the way her sister uses her things without asking her first.
5. He is.....working for an oil company, but is trying to get a different job.

2) Complete the sentences with a word or phrase in the box.

marketing market research upmarket

1. He filled his house with expensive,..... furniture.
2. The company has a large.....department, with over 20 people working in it.
3. It's important to do lots of..... to see who might buy the new product.

3) Complete the sentences with a phrase made from in or on + a word in the box:

business advance writing time (x2) debt

1. We bought tickets in case there weren't any left on the day.
2. I'm sorry, but the manager is away until next Thursday.
3. I hope we get there..... to see the beginning of the film.
4. He borrowed a lot of money and now he's
5. I can't agree to this on the phone; I need to see it
6. She's always....., never late even by a minute.

4) Match words 1-6 with a-f in the box to make noun phrases. Then use the phrases to replace the words in brackets.

1. There was a problem with the plane just after..... (leaving the ground).
2. Sorry we're late, but we had a..... (problem with the car's engine).
3. There's been a..... in government spending this year. (reduction)
4. Some jobs were lost after the by the other company. (getting control)
5. After months of work, the police had a..... (sudden solution to the problem)
6. We need to have another plan as a..... in case of problems. (second possibility)

1. break	a. down
2. take	b. over
3. break	c. by
4. cut	d. off
5. stand	e. back
6. take	f. through

5) Rewrite the sentences including the word in brackets.

1. 'You'd better not go there alone,' he told me. (warned)
2. 'I think you should get a new computer,' he told her. (advised)
3. 'It's not a good idea to wait too long before deciding,' he told me (warned / against)
4. 'Don't accept the first offer you get,' my father said. (advised)

6) Rewrite the sentences, replacing the underlined part with a causative structure (have + object + past participle).

1. We'd better ask someone to check the letter before you send it.
2. I have an idea for a product, but I'm not sure how to arrange for someone to make it.
3. Don't forget to take your jacket to the cleaners before the wedding.
4. He took his car to the garage and paid them to repair it.

Writing



1) Write a short business letter to a company asking for a copy of their product list, with prices and asking about possible price reduction for large orders.

Dear Sir/Madam,

I am writing to inquire about your products. I would be grateful if you could send us a list of your products, including prices, as we are interested in purchasing a large number of your electronics switches .

We need to know if there is a guarantee on these parts, and how long it is. We would also require delivery within four weeks of placing the order. Could you confirm that this is possible?

We would be grateful if you could send details of methods of payment and whether the prices can be reduced for a large order.

I look forward to hearing from you.

Yours faithfully

C Andretti

Mr Carlo Andretti

Purchasing Manager

Kino Machine Tools

2) Write a reply to the Purchasing Manager at Kino Machine Tools, Mr Andretti, who sent you an inquiry about a list of your products with prices. You are Ms Fay Sutherland, a Production Manager at Bestelec Ltd. In your reply tell him about: the delivery period / the price of the product and the reduction / the way of payment .

You ref: ES/001

Re: possible order for electronic switches

Dear Mr Andretti,

Thank you for your letter. I am pleased to tell you that we will be able to supply the switches within your required delivery period of four weeks. We are able to offer a 10% reduction. Could you please let us know how many you would need?

I can also confirm that our products have a two-year guarantee (full replacement of any parts that may develop a problem). Finally, payment can be made by bank transfer or by cheque.

Thank you again for your interest, and look forward to hearing from you.

Yours sincerely,

F Sutherland

Ms Fay Sutherland

Production Manager

Bestelec Ltd

3) Write a business letter from Ms Fay Sutherland, the Production Manager at Bestelec Ltd, to Mr Andretti, the Purchasing Manager at Kino Machine Tools, asking him for the reasons of not sending the payment for the products they get from Ms Fay's company and also remind him with the full amount .

Your ref: ES/001

Re : payment not received

Dear Mr Andretti

I am writing with reference to your recent order for switches. These were sent on 7th October, together with a request for payment within 2 weeks. We notice however that we have still not received the payment. To remind you, the full amount was \$1,350, including the 10% reduction. If there is a problem, could you contact me as soon as possible, please?

Yours sincerely,

F Sutherland

Ms Fay Sutherland

Production Manager

Bestelec Ltd

4) Write an email from Mr Carlo Andretti to Ms Fay Sutherland to apologize to her for not sending the payment for the products his company asked for from Ms Fay's company , and explain the reasons for this misunderstanding

From : Mr Carlo Andretti

Sent : 15 January 12:20

To : Ms Fay Sutherland

Subject : payment not received

Thanks for your message. I am very sorry that you haven't received payment yet. I've made some inquiries and have found the explanation. It seems there was a misunderstanding with the bank. We asked them to transfer the money over two weeks ago. We thought they have done this, but they say they were waiting for the request to be confirmed. I've now done this and the full amount should be in your account within 3-4 days.

Thanks,
Mr Carlo

الفرع العلمي (بدء عمل خاص بك / Starting Your Own Business)

We all admit that starting and running a business isn't easy work. It takes a long time to get everything done well. But achieving your own dreams worth the efforts.

نقر جميعاً أن بدء وإدارة عمل ليس بالأمر السهل حيث يستغرق وقت طويل لتعمل كل شيء بشكل جيد . لكن تحقيق النجاح يستحق هذه الجهود

There are many steps you have to take when starting your own business. One of these steps is to have an idea. That's to say, you must find something helpful for people. Also, ask others about advice. You can get advice from family, friends or from the internet.

هناك عدة خطوات لابد من اتخاذها عند الشروع بعمل خاص بك. أحد هذه الخطوات أن يكون لديك فكرة بمعنى يجب أن تجد شيئاً مفيداً للناس. أيضاً خذ بنصيحة الآخرين يمكنك أن تحصل على النصيحة من الأهل والأصدقاء أو من الإنترنت.

In addition, you need to do market research to find out if people would buy your product. What's more, make your idea a reality by getting someone to do it for you. another important step is to get financial support but don't owe too much.

بالإضافة يجب أن تقوم ببحث تسويقي لتكتشف هل سيشتري الناس منتجك. زيادة على ذلك اجعل منتجك حقيقة ملموسة بأن تتطلب من شخص ما بتصنيعه لك. شيء آخر هو أن تحصل على دعم مالي لكن لا تغرق نفسك بالدين.

To sum up, if you want to get success, you can't stand still in business, you have to keep thinking ahead to the future.

بايجاز ، لكي تنجح في عملك لا تظل واقفاً في عملك (محلك سر) يجب أن تفكر قدماً في المستقبل.

و أفوض أمري إلى الله إن الله بصير بالعباد

المعلمة إيمان غازي البرعي / مدرسة الفالوجا الثانوية شمال غزة

Vocabulary

Word	Meaning	المعنى
Distribute	send to other places	يوزع
attempt	try	يحاول
Graphic	relating to pictures	تصويري
Sector	part of a country's economy	قطاع
Currently	at the moment	الجاري
Breakthrough	event that made a big difference	اختراق
Returns	profits	ارباح
Lack	not having (enough)	نقص
Humanitarian	concerned with helping people	انساني
Running	managing	ادارة
market research	to find out if people will buy your product	بحث تسويقي
marketing	a way of letting people know about your product	التسويق
market value	how much you can sell a product for.	القيمة السوقية
upmarket	a more expensive luxury item.	مرتفعة الثمن
Financial market	People buy and sell national currencies	الأسواق المالية
market share	how much of the market you have compared with your competitors.	أسهم السوق
take over	get control	يسيطر
cut back	reduce spending	يقلل في الانفاق
break down	stop working properly	يتعطل
take off	leave the ground	يقلع
hand over	give responsibility to someone else	يسلم مسؤولية
stand by	be ready if needed	يستعد
in business	working in the business field	
on business	for business reasons	
in time	with enough time, not missing something	
on time	at the right time	
on receipt	when you get them	
in advance	before.	
in debt	owing people money	
in danger	in the risky situation	
on sale	available to buy	
in writing	with a letter, not by phone or email.	

المعلمة إيمان غازي البرعي / مدرسة الفالوجا الثانوية شمال غزة